



POST MBA WORK EXPERIENCE

GAMEHAUS

United States – Remote

2021 – Present *New Business Development*

An ongoing freelance project where I am spearheading the development of brand licensing partnerships with intellectual property holders and celebrity management organizations. We are integrating pop culture into a portfolio of mobile gaming applications to better attract and engage players.

Key Duties

- Developed, launched, and executed the go-to-market strategy.
- Pitched project proposal to and negotiated licensing terms with prospective brands like The Walt Disney Company, the James Dean estate, NBC Universal, the Brigitte Bardot estate, Sony Pictures Entertainment, and ViacomCBS.

AKIN DEVELOPMENT

Shanghai, China

2017 – 2020 *Product Manager – Startup / New Mobile Applications*

Reporting directly to the founder and CEO, my role was to be a connector between teams using agile software development principles as the foundation for product management. Very little work was above or below. Some of my responsibilities included the research and execution of go-to-market strategies for western markets in various mobile app categories. I was a relentless advocate for our users in the development of new product features, and I was proactive about seeking ways in which I could help contribute to the success of our products and team. I optimized marketing campaigns, grew new business opportunities, and localized application user experiences beyond simple translations. I have a data driven and detailed approach regarding UX / UI wireframes, designs and product roadmaps.

Noteworthy Achievements

- Released 8 apps that have been downloaded more than 6 million times in under 3 years.
- Organically grew Facebook and Telegram social media accounts from 0 to 10k new followers per month (Quarry app).
- Increased in-app time by +40% per user on average (Hai Ci Ci Dian app).
- Boosted conversion rate to +11% on \$0.20 to \$1.00 UAC ad campaigns.
- Found ways to align, motivate, and inspire an agile product team of 6 without formal organizational authority.

2018 – 2019 *Product Owner and Community Manager / Quarry Mobile Application*

Quarry was a mobile app that we developed to draw in cryptocurrency newbies and veterans using blockchain technology as the content cornerstone. I directed a product strategy that incentivized in-app social engagement and interaction through game theory and labor-based economics. Quarriors – what I lovingly called our userbase – were encouraged to vote, follow, comment, and compete with one another to win in-app cash rewards. I also organized our growing community, became the voice of the app, and sought out partnerships with other blockchain start-up companies.

Post-mortem website & blog made by me: <https://tokenblockfriends.com>

ADREALM FOUNDATION

Shanghai, China

2018 – 2019 *Senior Marketing Management Consultant (6 Month Contract)*

Adrealm was a new blockchain concept aimed at decentralizing adtech for all. The mission was to cut out the middle men between publishers and ad-revenue. I was brought on through my work with Quarry to be a consultant on incentive-based viral marketing campaigns (also known as cryptocurrency airdrops). I also interviewed, hired, and coached what was to become the in-house marketing and social media content team.

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ENGINEERING WORK EXPERIENCE

BROCK SOLUTIONS**Los Angeles, CA****2015 - 2016 *Control Systems Engineer / Transportation & Logistics Division***

I programmed and automated PLC systems for international airports. Specializing in the design, build and implementation of real-time solutions for industrial, manufacturing, and transportation / logistics organizations – we used Allen Bradley / Siemens PLC hardware and software to automate and control conveyors, servo motors, doors, lights, HMIs and switches. My main project was the overhaul of the antiquated baggage handling systems (BHS) at the Los Angeles' International Airport (LAX), specifically the Tom Bradley International Terminal (TBIT). I was a liaison and stakeholder manager between the customer and project team regarding scope of work and project timeline as well as for on-site technical support and troubleshooting on existing hardware and software.

TIPPER TIE, INC.**Apex, NC****2011 - 2015 *Controls Engineer / Department of Research & Development***

At this leading Original Equipment Manufacturer (OEM) and supplier of packaging / processing & clipping machines – I worked with customers to create custom programmed controls and automation solutions for clients in the foods, explosives (emulsions), and sensitive materials industries.

Key Duties

- Programmed PLCs, HMIs, servo motors, and PILZ safety controllers.
- Drew wiring diagrams and electrical schematics in EPLAN / Autocad.
- Provided global onsite technical support (Switzerland, Germany, and China).

ENGINE SYSTEMS, INC.**Rocky Mt., NC****2008 - 2011 *Dedication Engineer / Nuclear Safety Related***

Wrote operational, functional and technical tests for commercial-grade, nuclear safety related assemblies. Performed failure mode analysis on critical components, the main purpose of all dedication activities being quality control and mechanical & electrical engineering assessment. Our aim was to ensure equivalence to items originally manufactured under a 10-CFR Part 50, Appendix B program, and thus qualified for use on an emergency diesel-engine and generator set, in nuclear power stations.

EDUCATION

FUDAN-MIT SLOAN SCHOOL OF BUSINESS MANAGEMENT**Shanghai, China****2016 - 2018 *Master of Business Administration***

Focus in International Business Development & Strategy.

NORTH CAROLINA STATE UNIVERSITY**Raleigh, NC****2003 - 2008 *Bachelor of Science, Engineering: Mechatronics***

Focus in Mechanical, Electrical, & Computer Science Engineering.

HARD / TECHNICAL SKILLS

Product Management and UX / UI:

Adobe Xd, JIRA, Trello, Google Cloud, Google Analytics, AdWords, AdMob, and Solidworks. App Store & Search Engine Optimization wizard (ASO & SEO) and A / B testing champion. Practitioner of Agile Principles & Methodologies.

Also proficient with Microsoft flagship software (such as Microsoft Azure, Axure, Word, Power Point, Excel, Visio, etc.)

Programming:

Competent in Googling the solutions for software development in Flutter, Python, Java, HTML, CSS, Programmable Logic Controllers (Siemens and Rockwell / AB), AVGs, and Human to Machine Interfaces

Languages:

Native English; HSK 4 Mandarin.