

PROFESSIONAL EXPERIENCE

- **BalDr Strategic Consulting** Taipei, TW
Sep 2023 - Now
 - **Primary market research:** Provide pharmaceutical MNEs local operation team consultancy and execution in primary market research with physicians and patients to understand market size, competition dynamics and disease burden, Main therapeutical area covered Pulmonology, Oncology, Ophthalmology, etc. with 20 comprehensive reports delivered.
 - **Workflow optimization:** Enhance research efficiency by integrating R and AI tools in research workflow, from project template building, pilot interview, fieldwork progress management, data analysis to reduce manual efforts and dependencies risk.
- **SinoPac Securities** Taipei, TW
Jul 2022 - Feb 2023
 - **Strategic planning:** Delivered 5 comprehensive reports to the management teams & Chairman, includes business plans given rotation training and FinTech case study. Topics ranged from Omni-channel strategy for retail channel optimization, startups IPO valuation, podcast marketing for sales team educating, and digital advisory business growth hacking to younger generations and One-stop FinTech business model strategy analysis(20⁺ pages);
 - **Marketing & operation:** Provided assistance in annual corporate events and cross-subsidiary project in terms of internal consulting, integrated marketing and administrative works, includes coordinating with vendors and facilitating effective communication between teams and stakeholders
- **PChome Online** Taipei, TW
Oct 2021 - Jun 2022
 - **Strategic planning:** Given the headline goals of PChome E-commerce group, conducted 7 case studies (e.g., market research and competitive analysis) in TW & SEA market and internet industry, to directly support Executive Assistant to CEO, primarily include desktop research, financial data analysis, case write-up and slide deck for executive pitching;
 - **Operation & project management:** Supported with operation-wise analysis like financial modeling, P&L evaluation, user flows, data consolidation and curated meetings to align with business partners and stakeholders across BUS, facilitating the related projects(e.g. warehouse automation, food delivery alliance and fleet management) under group priorities and strategic goals like increasing order numbers, GMV or user engagement

EDUCATION

- **National Taiwan University** Taipei, TW
Sep. 2019 – Sep. 2021
 - *Master of Business Administration in International Business*
- **National Sun Yat-Sen University** Kaohsiung, TW
Sep. 2015 – Jun. 2019
 - *Bachelor of Business Administration*

ACADEMIC PROJECTS & ACTIVITIES

- **Master Thesis in Quantitative Marketing** Taipei, TW

 - *Applied Bayesian models and conjoint analysis to measure Co-branding value*
- **TMBA & NTU Consulting Club** Taipei, TW
2019-2021
 - *Director & Member of TMBA; Member of NTU consulting Club*
 - **Director of TMBA, marketing dept:** Expanded the marketing department for a finance-specialized community and student club across top colleges, built new mandates and goals, and grew the active membership to 20 members (+250%). Successfully transitioned leadership to 3 members.

COMPETENCIES & INTERESTS

- **Programming & Presentation Design**
- *Data Science in R; Presentation Design: Keynote & PowerPoint*
- **Bilingual in Chinese & English**
- *Fluency in English: TOEIC 950, NSYSU College English Writing Contest 1st Place*