

JEFF YU

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EDUCATION	UNIVERSITY OF MICHIGAN Stephen M. Ross School of Business Master of Business Administration, April 2017 <ul style="list-style-type: none">• Concentration: General Management and Strategy• VP of Finance, Director of Alumni and Enterprise Relationship: China Blue Charity Fund• 2nd Place: PwC/Strategy& 2015 Ross Case Competition• GMAT: 750 (98th Percentile)	Ann Arbor, MI
	UNIVERSITY OF BRITISH COLUMBIA Bachelor of Applied Science in Electrical Engineering, May 2009 <ul style="list-style-type: none">• Awarded: Trek Excellence Scholarship (Top 10%)	Vancouver, Canada
EXPERIENCE	3M COMPANY	Shanghai, China
Summer 2016	Associate - Corporate Strategy <ul style="list-style-type: none">• Analyzed 3 potential industries to capitalize on emerging online-to-offline (O2O) model, proposing apparel for food delivery couriers as new annual \$11M revenue opportunity• Built tailored go-to-market strategies to approach each of China's 3 largest food delivery service firms, applying integrated solution concept that leverages 3M's core strengths; strategic plan was implemented by Safety and Graphics business group in 2016	
Spring 2016	KELLOGG COMPANY Consultant <ul style="list-style-type: none">• Developed 6 product concepts and cohesive go-to-market strategy for new sport nutrition line, targeting female millennials in U.S.; two products have been launched to market• Designed product portfolio by analyzing Chinese female millennials needs, behaviors and market size and presented to US headquarter, identifying \$18M new annual revenue stream	Battle Creek, MI
2009-2015	IBM Technical Solution Manager, 2012-2015 <ul style="list-style-type: none">• Developed enterprise managed service solutions by working closely with the functions of engineering, account management, and finance, delivering ~50% of IBM's infrastructure solution within Greater China region and collecting ~\$10M in revenue annually• Managed programs to formalize and improve service process for IT infrastructure management, automating service operation and reducing labor cost 15%• Developed business case, conducted ROI analysis, and laid out marketing strategy to identify potential new clients across multiple industries, identifying accumulative \$150M of new strategic outsourcing opportunities for the company• Partnered with account executives to define sales strategy and finance model for account growth of existing key clients, achieving additional \$15M in revenue over 18 months Technical Solution Architect, 2011-2012 <ul style="list-style-type: none">• Collected requirement, analyzed data and developed solutions to address client's technical problems, personally delivering 50+ solution contracts and \$3.5M in revenue• Allocated resource across global service delivery system, balancing interests of different IBM business units/entities, reducing delivery costs by 40%+ on each contract• Initiated and conducted continuous mentoring program for entry level solution architects, building new architect resource pool focused on east/south China demands Advisory IT Specialist, 2009-2010 <ul style="list-style-type: none">• Managed operation of IBM's asset management systems to comply with customer servicelevel agreement, resulting in zero complaints escalated over 18 months• Implemented data synchronization and module upgrade projects for IBM's global asset management system, enhancing overall system performance by 30%	Shenzhen, China
ADDITIONAL	<ul style="list-style-type: none">• IBM High Potential Management Program (top 5% of employees)• Project Management Professional (PMP), Hootsuite Social Media Marketing Certification• Champion of IBM China Soccer Tournament (2011 & 2014), Top Scorer (2013)	