

# Sherry Chih- Yen Huang

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## EDUCATION

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**National Taiwan University, College of Management, Taipei, Taiwan**  
**Bachelor of International Business**

*Class of 2011*

**Marketing and  
Corporate Strategy**

- Industry Competitive Analysis: Analyzed and completed 16 Harvard Business School case reports of various industries. Achieved final score of A+.
- “International Business Strategy: The Global Smart- phone Industry”: Recognized as the championship group of the final industry analysis project and A++ scored.

**Academic Excellence**

2011 National Taiwan University Presidential Award: Top 5% in academic achievements.

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## RELEVANT EXPERIENCE

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**Advintage Wine Subscription, Co- founder**

*2012.4-2012.6*

**Passionate  
Entrepreneur**

Championship Team of Startup Weekend Taipei 2012. Launched a company in 54 hours while acquiring 30 subscriptions within 24 hours. Business pitch judged by venture capitals and angel investors from China and Taiwan.

**Takes Initiative**

Coordinated the launch of company website and ordering system. Achieved monthly sales growth of 200% from target customers.

**Result Oriented**

Managed online marketing strategy, including Facebook marketing and customer referral program. Generated monthly reach of more than 4000 Facebook users.

**HUMA Innovative Consulting, Co- founder**

*2011.6-2012.6*

**Strong Leader**

Planned and delegated company strategies and operations. Resolved internal conflict and strengthened team dynamics. Led team to experiment over 20 different business models.

**Strategic Problem  
Solver**

Coached Design Thinking Workshops and provided innovative consulting service. Clients include NTU EMBA, startup teams, and local high schools. Received high client satisfaction ratings of 4.5 out of 5.

**Impact Driven**

Co- author of *Stanford's Life- Changing Creativity Course*, an introduction to Design Thinking. Ranked top 30 on Amazon China's Bestseller List.

**Boston Consulting Group, Part- time Associate**

*2011.2-2011.6*

**Research &  
Analytical Skills**

Conducted 15 market research interviews with key industry personnel under tight time constraints; identified and compared numerous product portfolio of major players, contributing valuable first-hand information and assisting in the mapping of industry landscape.

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## RELEVANT AWARDS

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**1st Place in Elevator Pitch Competition, Stanford Entrepreneurship Summit 2010**

**Multicultural  
Leadership**

Led multi- cultural teammates from India, Japan, China, and the U.S, to accomplish an award- winning business proposal on green technology. Competition judged by Stanford professors and venture capitals from Silicon Valley.