

Sherry Chih- Yen Huang

Taipei, Taiwan (R.O.C)

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EDUCATION

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.

RELEVANT EXPERIENCE

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.

RELEVANT AWARDS

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.