

**education.**

William E. Simon Graduate School of Business Jun 2001

University of Rochester – Rochester, NY

Master of Business Administration - Concentrations in Marketing and Strategy

Student Organizations/Achievements:

- Council Member, Elected – MBA Student Advisory Council (1999–present)
- Active Member – Simon Marketing Association (1999-present)
- Tutor, Volunteer – Simon Literacy Group (1999-present)
- Selected candidate for the Simon International Exchange Program

Marshall School of Business

May 1996

University of Southern California – Los Angeles, CA

Bachelor of Science, Business Administration - Concentration in Entrepreneurship

Student Organizations/Achievements:

- Recipient of USC Entrepreneur Program’s “Best Feasibility Study” (1995-1996)
- Vice-President, Elected – Gamma Epsilon Omega of USC (1993-1994)
- Treasurer/Fund-raiser, Elected – Gamma Epsilon Omega of USC (1992-1993)
- Tutor, Volunteer – Asian American Tutorial Project of USC (1992-1993)

**relevant professional experiences.**

Bausch & Lomb – Rochester, NY Jun 2000 – Dec 2000

Commercial Marketing/Strategy Associate

- Established the “Bausch.com Affiliate Program” – a mutually beneficial partnership that offers business-to-consumer transactional capabilities to the Bausch.com web site by providing a logical doorway in which the branded content of the Bausch.com web site is linked with certain strategic customer web sites
- Developed a metric evaluation system in quantifying on-going and future Internet strategic alliances based on activities that drive sales growth
- Implemented a robust web site analysis framework in order to map the competitive landscape and to refine the on-going web strategy
- Contributed in the enrichment of the Bausch.com web site by enhancing the content, functionality, and usability of the site – site was ranked #2 business-to-business web site in healthcare/pharmaceutical category by a nationally recognized e-Business publication
- Facilitated the development and deployment of a pilot online marketing promotion, delivering results that were 350% above the threshold for success

A.I.D.S. Project Los Angeles (APLA) – Los Angeles, CA

Jul 1997 – Aug 1999

Finance Manager – Grants/Contracts

- Based on assessment of additional client needs, co-developed and implemented APLA’s Child Care Center and corresponding \$35,000 annual grant budget
- Managed over 25 Grant Budgets (totaling approximately \$4,000,000) awarded to the various services available to over 7000 clients
- Provided project-wide fiscal coordination of ongoing grant expenditures through the preparation of monthly billing invoices and the generation of fiscal reports
- Maintained agency-wide contracts/agreements/insurance policies and monitored activities to ensure agency compliance
- Interacted with project management, on an ongoing basis, to provide feedback and assistance on expenditures of grant funds

**additional skills.**

Language Proficiency:

Conversant in Mandarin and Taiwanese

Computer Skills:

Microsoft Office, Microsoft FrontPage, Microsoft Publisher, StatPro, Qmacros

**personal interests.**

Labrador Retrievers, Salt Water Fishing, Aquariums, Sports and Western Novels