

PROFESSIONAL EXPERIENCE

SILICON SCHOOLS FUND

Oakland, CA

Director of Strategy and Analysis Apr 2019 – present

- Lead the organization's new school launch investment strategy, including sourcing, due diligence, and entrepreneur supports. Responsible for grantmaking and cultivating relationships with school leaders and school partner organizations..
- Responsible for the organization's grants management process, accountability and compliance measures, reporting, and funding distribution.
- Own the strategy, roadmap, and management of the organization's data infrastructure, warehouse, and reporting. Deliver exceptional data analysis and insights on our portfolio of schools' academic results and financial health.
- Manage and accountable for the organization's finances, business operations, and systems and structures to maintain a high-functioning and effective organization.
- Support the CEO in the organization's board governance, annual strategic planning and budgeting.

ASPIRE PUBLIC SCHOOLS

Oakland, CA

Director of Operations, Home Office Mar 2016 – Mar 2019

- Accountable for annual charter renewal and petition strategy and process across the network in partnership with the regional leadership team.
- Responsible for network accountability of state and federal reporting to minimize overall risk.
- Design network wide non-instructional school site teammates' (Business Managers) professional development strategy and career pathway.
- Lead the network's enrollment, recruitment and retention strategies and support services in partnership with the regional leadership team.

Operations Manager, Home Office Feb 2014 – Feb 2016

- Support annual charter renewal and petition process across the network in collaboration with regional leadership teams and school site leaders.
- Designed and led annual internal audits across all school sites to prepare for state audits, resulting in zero audit findings.
- Responsible for network accountability of state and federal reporting to minimize overall risk.
- Launched SchoolMint, enrollment software for the network to improve efficiency, data quality, and student and family enrollment experience.
- Support school site Office/Business Managers in their day to day operations.
- Responsible for Home Office Operations support to all teammates, students, and families.

AMAZON.COM

Seattle, WA

Senior Product Manager, Vendor Central Vendor Experience Sept 2013 – Jan 2014

- Product owner of defining the end-to-end user experience of a centralized and streamlined EU Vendor platform for Pan-European vendors to manage their Amazon business. Currently defining requirements with cross-functional teams, designing roadmap, and driving towards delivery.
- Product owner of building a new self-service program for small businesses to distribute products easier and faster on Amazon. Focus is on improving customer experience, expanding product selection, and improving internal buyer effectiveness.

Senior Product Manager, Global Vendor Services Apr 2012 – Sept 2013

- Manage two global vendor services, Amazon Retail Analytics (ARA) and Amazon Vine Reviews (AVR), to help vendors drive sales on Amazon. Responsible for defining strategy, driving requirements, managing engineering team, moderating online communities, and improving operations. Total service revenue grew 50% YOY.
- Launched three top five most frequently used consumer trend reports with actionable insights to drive business growth.

Product Manager, Global Vendor Services Jan 2011-Mar 2012

- Designed and launched self-service sign up workflow for vendors to enroll products in AVR resulting in 55% YOY increase in enrollment and 193% increase in service revenue.
- Led the rebranding of ARA and AVR services by developing, executing, and evaluating marketing and promotional initiatives to drive sales. Engaged vendor managers across NA Retail to drive service awareness, resulting in incremental \$2MM in service revenue.
- Own building \$50MM annual operation planning forecasts for both ARA and AVR.

Business Analyst II, Competitive Strategy and Negotiations Jun 2010- Jan 2011

- Developed a tiering prototype giving each vendor a score based on their operational and financial performance relative to their peers. The pilot resulted in \$200K increase in vendor marketing spend and 200bps of margin improvement.
- Designed reports exposing unprofitable products that rendered a poor customer buying experience due to Minimum Advertised Price policies. The reporting led to improvements for 90% of affected products and reduced \$4MM in inventory.

Financial Analyst II, Worldwide Digital Finance Apr 2008-May 2010

- Pioneered a multi-variant international pricing model for Kindle content launched in 150+ countries.
- Designed and managed the Kindle demand planning forecast for senior leadership to provide visibility into customer demand, inventory planning, and production. Collaborated with supply and product management teams to report on inventory availability, resulting in no out of stocks in FY2009.
- Developed a repeatable framework to pay over 500 global Kindle publishers. Supervised audits conducted by fellow financial analyst.
- Developed quarterly Kindle reporting for Investor and Public Relations, featured in the New York Times and Wall St. Journal.

Financial Analyst, Worldwide Digital Finance Apr 2007- Mar 2008

- Created and managed the Weekly Business Review process focused on key financial, operational, and customer experience metrics, resulting in 60% time savings for business groups. Led more than 50 weekly review meetings with senior executives.
- Revised and prepared streamlined monthly financials worth \$100MM+ for the Instant Video, MP3, Kindle eReader, and eBooks business groups that drove senior management's review and decision making process.
- Developed training materials and led Oracle Cognos training sessions for finance director, manager, and colleagues.

EDUCATION

UNIVERSITY OF WASHINGTON

Seattle, WA

Bachelor of Arts degree in Business Administration –Finance Concentration, June 2006

- Annual Dean's List 2002-2003, 2006
- Interned at Merrill Lynch –Global Wealth Management (2004,2005), ABC Affiliate KOMO TV (2004, 2005), Amazon (2006-2007)

EDUCATION PIONEERS

Oakland, CA

Visiting Fellow, June 2018

ADDITIONAL INFORMATION

- **Languages:** Fluent in Chinese, Mandarin and Cantonese dialects, while actively improving the ability to read and write.
- **Community:**
 - *Board Member* of **Education First**- nonprofit org. that provides college scholarships to disadvantaged students. 2011-2019
 - *Board Member* of **Ethiopia Reads**- nonprofit org. that exposes children to the power of books. 2011-2015
 - *Treasurer* of the Nightingale Guild of **Seattle Children's Hospital Guild Association**. 2010-2012
 - *Mentor* of **Big Brothers Big Sisters** of Puget Sound (BBBSPG) and **UW Education Opportunity Program** 2006-2012
 - *Miss Chinese Seattle pageant winner* and *ambassador* for **Greater Seattle Chinese Chamber of Commerce**. 2005-2007
- **Interesting facts:** I am a first-generation high school and college graduate of Chinese heritage. I am a sister (eldest), a mother of two boys and a wife, who resides with my family in Oakland. My passion for education largely stems from experiencing firsthand the educational inequities in the public system for students with learning differences.