

ADELINE (SHU-TING) YANG

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Professional portfolio: adeline-yang.com

EDUCATION

University of St. Gallen (HSG)

Master of Arts, MA in Strategy and International Management, "SIM"

ST.GALLEN, SWITZERLAND

Sep 2022 - Jul 2025 | Expected

Modules (selected): Strategic Management; International Management; Financial Management; Strategic Leadership; Organizational Behaviour and Change; Research in Management (Y2); Alliance & Network Strategy (Y2); Exploring Sustainable Development Goals as Opportunities for Innovation (Y2); Organization Design; Consumers in the Modern World; Technologies: The Economic and Social Impact of Artificial Intelligence

Grade Expected: 5.6 / 6.0

Duke University

Bachelor of Science, BS in Economics (Finance conc.)

DURHAM NC, UNITED STATES OF AMERICA (USA)

Aug 2017 - May 2021

Modules (selected): Laboratory Calculus; Multivariable Calculus for Economics; Probability; Microeconomics; Macroeconomics; Econometrics; Practical Financial Markets; Asset Pricing & Risk Management; Emerging Markets; Financial Market and Investments; New Ventures Operating Plan; Economics Research Independent Study (RIS): Financial Strategy and Ventures; FinTech Business Models, Intro to Computer Science

GPA: 3.4 / 4.0

Minors and Certificates: Biology and French (double minor); Innovation and Entrepreneurship (I&E) Certificate

EXPERIENCE

INVESTMENT BANKING VIRTUAL EXPERIENCE PROGRAM ON FORAGE

VIRTUAL

On track to complete all nine job simulations in the 'Investment Banking' career path on Forage, including those provided by HSBC, Citi, Bank of America, J.P.Morgan and Fidelity.

HSBC Global Banking & Markets Job Simulation

Sep - Oct 2023

- Completed simulation on the work undertaken by the Investment Banking & Markets teams in HSBC's Global Banking & Markets (GB&M) business
- Defined the strategic rationale for M&A and filtered target
- Analysed transaction data to develop a summary of debt capital markets (DCM) activity
- Matched financial products with various clients

SPARC

Online skill-sharing marketplace facilitating monetisation of professional services through virtual & in-person engagements

DURHAM NC & WASHINGTON DC, USA

Founding Team / Head of Business Development (Strategy)

Sep 2019 - Sep 2021

Independent Adviser

Sep 2021 - Current

Business Development & Strategy: Identified and quantified demand; validated business-model assumptions; carried out MVP beta testing at beachhead market; conducted revision and optimisation of prototype

- Completed full operating plan for Sparc, detailing core competencies, value propositions, competitive landscape, budget, financing and sales forecasts, and go-to-market plan
- Pitched business model to panels of venture capitalists, investors and industry professionals at Duke's Fuqua Graduate School of Business
- Spearheaded launch of several MVP tests in beachhead market, validating business model assumptions & gathering feedback on prototype platform at different stages of product development
- Assisted CTO in adding features to platform, drawing on MVP test feedback, and in validating Sparc's business model hypotheses
- Identified key assumptions driving cashflow forecasts, establishing metrics and milestones to measure progress

Marketing: Conducted market segmentation; organized social marketing campaigns targeting beachhead market

- Led in-depth market research into beachhead market; headed launch of social media marketing campaign on multiple platforms

Achievements:

- Sparc currently has 2,500+ users, 30+ company pages, 20+ employers, 20+ specialist tutors and 20+ SaaS customers
- Conducted Research Independent Study (RIS) approved by Duke's Economics Department under supervision of Prof. William Darity; selected to participate in Program for Entrepreneurs (P4E) at Duke University's Fuqua School of Business under mentorship from Prof. Jon Fjeld

HARVARD UNIVERSITY & BRIGHAM AND WOMEN'S HOSPITAL (BWH)

BOSTON MA, USA

Second-largest teaching hospital of Harvard Medical School (HMS) and largest hospital in the Longwood Medical Area, Boston Massachusetts

Research Trainee

Jun - Aug 2016 | Jun - Aug 2019

- Designed and executed independent research into study of cellular trafficking of PROKR2 and its mutant receptors critical for gene regulation of pubertal development and reproductive functions under mentorship of Dr. Rona Carroll and Dr. Yong Bhum Song
- Mastered a range of molecular biology techniques, including DNA and RNA isolation, fluorescent imaging and polymerase chain reaction (PCR)
- Participated in weekly laboratory meetings, discussing research results and helping to shape direction of future research
- Concluded internship by delivering formal presentation of research results to chief of division and senior researchers

IXPERIENCE

Worked on project for M4Jam, a gig 'micro-jobbing' technology platform connecting businesses and freelancers

CAPE TOWN, SOUTH AFRICA

Jun - Aug 2018

Full-Stack Coding / Product Management Intern

Coding:

- Proposed and designed data visualisation web platform using HTML 5, CSS 3 and JavaScript for M4Jam's new business model
- Developed visual aid of captured POI coordinates visualised on GIS maps, showing demographics & psychographics of consumer base
- Designed web pages and built front-end web and mobile-compatible applications using AngularJS, a popular framework
- Built powerful, functional back-end applications using node.js

Product Management:

- Proposed business model for data visualisation app displaying collected data on 'spazas' (informal retailers)

- Conducted market and field research into South Africa's informal economy; presented research findings to CEO and the executive team
- Created low-fidelity wireframe and clickable prototype using Tableau, Qlik and FusionCharts

Achievements: Prototype was adopted and further developed by company

EXTRACURRICULAR *(selected)*

SIMOCEAN

ST.GALLEN, SWITZERLAND

Social entrepreneurship initiative tackling contemporary business challenges on sustainability and the circular economy

Sep 2022 - Jun 2023

Chief Marketing Officer, CMO

- Carried out a range of organisational and problem-solving tasks, running a number of successful university and city-wide fundraising events
- Created marketing content on various social media platforms, boosting user engagement and forging links with potential sponsors

DUKE CONSULTING CLUB

DURHAM NC, USA

University club connecting students to real companies to provide a range of pro-bono consultancy services

Sep 2018 - May 2020

Member

- Worked with TrimAI, a startup artificial intelligence company making chatbots for outpatient clinics, reducing expenditure through automating front-end services
- Carried out competitor research to evaluate company's USP (TrimAI was operating in a Red Ocean market)
- Pitched findings and recommendations to help the company refine offerings and develop additional features to optimize competitive edge

DUKE OUTING CLUB

DURHAM NC, USA

Largest on-campus sports club at Duke University

Sep 2017 - Dec 2019

Member / Organiser

- Planned and executed outdoor adventure activities for students (kayaking, hiking, whitewater rafting, camping, rock climbing, etc.)
- Resolved any issues, negotiated prices with providers and helped to ensure that club remained within budget

HULT PRIZE GLOBAL YOUTH CHALLENGE

DURHAM NC & SAN FRANCISCO, USA

International startup competition bringing together youth from around the world to address global challenges

Sep 2018 - May 2019

Founder / Team Leader of 'Joblette' (First Place, selected from 50+ Duke teams)

- Conducted extensive market and competitor landscape research, identifying potentialities in South Africa's job market to address widespread youth unemployment, and pitched startup solution leveraging data-oriented microlearning to empower the country's youth
- Organised team, assigning roles, establishing project timeline and milestones, and motivating team throughout duration of competition

Achievements: Duke University's winning team; competed in San Francisco Regionals for \$1 million fund and selected as finalists from 30+ teams

FOCUS PROGRAMME

DURHAM NC, USA

Academic club, aimed at developing and enhancing members' research and analytical skills

Sep 2017 - May 2018

Member of the 'Cognitive Neuroscience and Law' Programme (1 of 32, selected from 400+ Duke applicants)

- Studied aspects of brain functions, exploring areas in neuroanatomy, neurofunctionality and brain's relationship to language
- Conducted field research at Florida's Dolphin Research Center on the behaviour and memory system of cetaceans

NET IMPACT: SOCIAL INNOVATORS

DURHAM NC, USA

Social entrepreneurship club, helping to expand fledgling startups & make a positive social impact on local community

Sep 2017 - May 2018

Member

- Collaborated with 'Your Future', a local business, and developed marketing strategies specifically tailored to the company based on competitor analysis and qualitative research conducted in Durham

PROJECT WORK *(selected)*

ORGANISATION DESIGN: 'Novartis'

UNIVERSITY OF ST. GALLEN, SWITZERLAND

Project to analyse the strategy and organisational design of Novartis, identify shortcomings & develop recommendations

Mar - Jun 2023

Team Leader

- Successfully pitched Novartis to faculty professors and team as focus of study; created outline, content and design of 75-page slide deck
- Set overall project timeline, establishing internal deliverables and deadlines; organised regular project meetings and discussions
- Carried out extensive research into Novartis and other pharmaceutical/healthcare multinationals, locating pain-points in organisational design and structure, and developing recommendations for improving organisation design to tackle strategic opportunities & challenges

Achievements: Awarded 5.75 / 6.00 GPA for course, highest in class

FINTECH BUSINESS MODELS EVALUATION

DUKE PRATT GRADUATE SCHOOL OF ENGINEERING, USA

Detailed case analyses & strategic recommendations for selected FinTech companies

Jan - May 2021

Co-Leader

- Examined Wealthfront, eToro, Lending Club and DBS, assessing business model innovation, strategic goals and strategy implementation
- Summarised findings and synthesized insights in report and slide-deck; delivered presentation to peers and department faculty

Achievements: Awarded 4.0 / 4.0 (A+) GPA for course, highest in class

SKILLS & INTERESTS *(selected)*

Languages: English (native); Mandarin Chinese (native); French (intermediate/advanced); German (basic/intermediate)

IT (selected): Word; Excel; PowerPoint; Python; R; HTML 5; CSS 3; JavaScript

Interests: Piano (ABRSM: Grade 8); Music Theory (ABRSM: Grade 5) Flute; Ballet (ABRSM: Grade 4); Traditional Chinese Painting; Calligraphy; Traveling; Photography, Hiking; Current Affairs; Financial Markets

Certificates:

- **GRE:** 338 / 340 (Quantitative Reasoning: 170/170; Verbal Reasoning: 168/170)
- **CMA:** Certified Management Accountant, currently preparing for examinations
- **CFA:** Chartered Financial Analyst, currently preparing for examinations