

## SHAN LIU

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### EDUCATION

**ASIA SCHOOL OF BUSINESS in collaboration with MIT Sloan** Boston, US / KL, Malaysia  
• GPA: 3.7/4.0 | MIT Global MBA Program in Finance & Analytics | GRE: 335 | Fellowship recipient 2020-2022  
• Core courses: Advanced Managerial Finance, Managerial Finance, Corporate Finance, Behavioral Finance

**TILBURG UNIVERSITY** Tilburg, The Netherlands  
• MSc Strategic Management: Track Entrepreneur / Erasmus Mobility Grant recipient 2012-2014  
• Exchange Student in MS Economics at Université Catholique de Louvain

**CHINA WOMEN'S UNIVERSITY** Beijing, China  
B.A. in Human Resource Management and 2<sup>nd</sup> degree B.A. in English | Core GPA: 3.73 / 4.0 2008-2012  
• Team Leader - Google 4th Innovation Competition National Winning Team

### EXPERIENCE

**The Crypto Hub Head of Research & Partnership, Fulltime** 2022.11 - Current  
• Form 100 global VC partnership, advised 20 WEB3 startups in infrastructure/socialfi, NFT, facilitated US\$130k for seed-round financing, referred 2 projects to enter BNB Chain ecosystem and 1 project Polygon ecosystem support.  
• Devise Projects' Go-To-Market strategy and helped to reach 5k DAU in 1 week.

**XT.COM Head of Incubator and MENA Region HR Director, Full-time** 2022.05 - 2022.11  
• Formed strategic partnership with 10 tier 1 & 2 VCs, bringing in a weekly deal flow of 20-40 projects.  
• Led global expansion, set up UAE & Malaysia office, restructured MENA region to realize 50% MoM revenue growth and 70k AED cost savings per month.  
• Facilitated the series A financing round of 6 million USD for portfolio company - PEAQ (led by Fundamental Labs)  
• Assisted listing projects' fund-raising efforts: Series A, 1 million transactions at XT

**PUHUA Capital Analyst, Cross border segment for Consumer Goods Verticals, Internship** 2022.02 - 2022.05  
• Sourced and interviewed 15-20 projects in IoT, consumer tech, SaaS per week, conducted industry research, company analysis, Unit Economics & Break-even analysis and comparable analysis.  
• Facilitated two deals: a) music tech venture's Series B 0.1 billion RMB, b) SaaS business Series A 50 million RMB

**KHAZANAH (Sovereign Fund) Summer Associate, PE Consumer & Healthcare, Internship** 2021.05 - 2021.08  
• Engaged in the management team due diligence, valuation of an Indonesian unicorn's series B financing  
• Analyzed the market size and growth trends, value chain structure, competition landscape of personal beauty care segment, presented 80+ page global investment thesis to Investment Committee.  
• Analyzed the trading & transaction history and performance of top players to generate target investment themes

**CAPGEMINI Senior Consultant, Innovation & Strategy, Full-time** 2020.05 - 2021.05  
• Designed market entry strategy for Spain largest retailer, circulated new retail trend report globally (200+ clients)  
• Orchestrated scenario planning of network strategy for a top luxury brand, achieving 18% cost savings p/a  
• Published industry report forecasting post-COVID retail and consumer trends, with 2000+ viewership first week

**WALMART Sam's eCommerce Operations Manager, Inventory Manager, Full-time** 2018.09 - 2019.05  
• As a founding member of Sam's Cloud Operations, responsible for site profitability, site selection & contract negotiation of satellite DC, realized 110% GMV growth in 11.11, break-even in advance, revenue upside by 20%.  
• Managed supply demand forecasting of packaged goods category, improved forecast accuracy from 70% to 90%

**APPLE Supply Demand Management, Buyer, Supply Demand Executive, Full-time** 2014.07 - 2017.11  
• Led 5 Capital Projects for system optimization, saved million dollar demand with OEM production capacity  
• Streamlined operations via report standardization and automation, improving efficiency by saving 5K+ hours weekly  
• Engaged in PCB & FLEX material vendors' auditing and due diligence process, analyzed pricing records to drive cost down, reach zero inventory left-over for 2 consecutive quarter-ends

### EXTRACURRICULUM ACTIVITIES

**AirAsia<>GoJek M&A MBA Project** scaling AA SuperApp post M&A integration 2021.09 - 2021.12  
Analyzed platform traffic funnel, calculated LTV, CAC, A/B testing for proposed new features

### ADDITIONAL INFORMATION

- **Languages:** Mandarin (Native), English (Proficient), French / Dutch (Conversational)
- **IT:** PMP, Pitchbook, Bloomberg BMC, DealStreet, Capital IQ, Wharton Quantitative Finance Specialization
- **Research Portfolio:** <https://drive.google.com/drive/folders/1DJqBEh3JhBPueULAagXU-1WsPvtuhGV-?usp=sharing>