

PROFESSIONAL SUMMARY

Strategic-minded Senior Business Strategy Analyst with over 10 years of experience in strategic planning and analysis. Strong background in market research, competitive analysis, and stakeholder engagement. Proven ability to drive business growth and improve operational efficiency through data-driven decision-making and strategic recommendations.

EDUCATION

Master of Business Administration (MBA)

Northwestern University, Kellogg School of Management
Graduated: 2014

Bachelor of Arts in Economics

University of Illinois Urbana-Champaign
Graduated: 2011

SKILLS

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| • Market Research | Expert |
| • Strategic Planning | Expert |
| • Data Analysis (SPSS, Excel) | Expert |
| • Performance Metrics | Expert |
| • Stakeholder Engagement | Expert |
| • Project Management | Expert |

LANGUAGES

- English (Native)
- Mandarin (Fluent)
- Spanish (Conversational)

EXPERIENCE

- 2020 - Now

Senior Business Strategy Analyst

NexGen Solutions / Chicago, IL

 - Conduct in-depth market analysis to inform product development strategies, leading to the successful launch of three new service lines.
 - Collaborate with executive leadership to develop and implement long-term strategic plans, resulting in a 40% increase in market share.
 - Facilitate cross-departmental workshops to align business objectives and foster collaboration among teams, increasing project efficiency by 25%.
 - Develop strategic dashboards to monitor key performance indicators (KPIs), enhancing data visibility for senior management.
- 2014 - 2020

Business Strategy Analyst

Evergreen Consulting Group / Chicago, IL

 - Assisted in the creation of strategic business initiatives that improved operational efficiencies by 30% across various departments.
 - Analyzed competitor performance and market trends, presenting findings and actionable recommendations to senior management.
 - Designed and implemented customer feedback surveys that provided insights for product improvements and led to a 15% increase in customer satisfaction.
 - Supported merger and acquisition analysis, contributing to successful negotiations valued at over million.