

JESSIE LI

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Education

2017-2021

UNIVERSITY OF MICHIGAN

ANN ARBOR, MI

Stephen M. Ross School of Business (GPA: 3.8)

Bachelor of Business Administration (with honors), May 2021 | Minor in Entrepreneurship

- Additional Coursework: Discrete Mathematics, Software Design in C++, Linear Algebra, Advanced Business Analytics, Managerial Accounting and Financial Literacy, Negotiation and Dispute Resolution

Experience

2022-Present

HARVARD BUSINESS SCHOOL

BOSTON, MA

Research Associate, Data Science for Managers Course

- Directly supported a team of 8 faculty at a top MBA program in restructuring the first year required curriculum, launching Data Science for Managers to 950 MBA students as a foundational course in applied data science, elevating market relevance of the Harvard MBA program
- Assisted in the core development of a technology management course that includes case studies, Jupyter notebooks, and teaching guides across 12 unique lessons to encompass the growing importance of data literacy, providing students with analytical tools essential for the modern business landscape
- Led and managed a pivotal research project on the efficacy of large language models in data science problem-solving, playing a key role in experimental design formulation
- Co-wrote and published 5 management case studies, 3 case teaching notes, and 2 technical notes with faculty members. Acknowledged in 2 research papers on organizational applications of data science and machine learning identifying primary drivers of algorithmic acceptance and AI adoption, with goals of developing actionable strategies that yield operational benefits

2021-2022

MYERS-HOLUM, INC.

NEW YORK, NY

Analyst, Advisory Practice

- Provided technical support, solutions and training to 10+ diverse enterprises spanning wholesale, distribution, and e-commerce sectors, achieving unanimous client endorsement for reliable service
- Partnered with senior consultants and subject matter experts to provide change management support to C-level executives through optimization of workflows, tailored NetSuite functionalities, and crucial third-party integrations, ultimately driving operational efficiency at an executive level
- Championed a rigorous discovery process, meticulously tracking requirements, and fostering strong client-consultant partnerships, encouraging transformative design thinking to solve intricate business challenges
- Led Oracle software implementations involving configuring software integrations, building custom forms, and managing data migration across all business units spanning financial statements, transaction details, CRM tracking, and warehouse management, ensuring seamless cloud system launches

2020 - 2021

PTM THERAPEUTICS

ANN ARBOR, MI

Financial Researcher, Senior Practicum

- Shaped investment thesis seeking a \$5 million seed round by aligning with the drug development team to quantify the potential of glycan-targeting antibody for epithelial wound healing, identifying a target market opportunity of over \$10 billion serviceable patients non-responsive to current treatments

Summer 2020

WHIRLPOOL CORPORATION

ANN ARBOR, MI

Business Consulting Corp Consultant, JennAir Brand

- Analyzed strategic trade-off between luxury brand development and sales growth due to the impact of COVID-19, proposing distribution strategies backed by financial sensitivity analyses which projected a 30% sales surge while preserving brand equity, translating to over \$30M in year-end sales

Skills

- Experience with programming languages C++, R, SQL, and HTML.
- Experience with no-code tools.
- Proficient in Mandarin.
- List of publications is available upon request.