

Stephanie HE (Yuhang HE)

+86 158-0176-3553 | Shanghai | yuhangh577@gmail.com | [Personal Page](#)

- Multidisciplinary background in **Mathematics, Statistics, and Finance**.
- 7 years of strategic and management consulting experience from **Client-side and Agency-side**.
- Specialized in **Global Market-Entry Strategies**, data-driven business & competitive analysis.
- Strong experience in appliances, durables, platforms; hands-on **New Sedan (ROBOCAR 07) GTM**.
- Delivered 70+ due diligence projects as lead consultant for **PEVC clients before IC**.

Education

Shanghai University of Finance and Economics (SHUFE, 211) **Shanghai, China**
Statistics, Master *2015-2017*

University of Wisconsin-Madison (UWM, U.S.NEWS 35) **Wisconsin, China**
VSIP, Exchange *2013-2015*

East China Normal University (ECNU, 985) **Shanghai, China**
Mathematics, Finance, Bachelor *2011-2015*
Honor: [BNP Paribas- 'Ace-Manager'](#) Global TOP100; [COMAP-MCM®](#) Honorable Mention (H)

Working Experience

JINWEI Shanghai Consulting Co., Ltd. (Start-up, 1~10) **Shanghai, China**
Freelancer *2025.01-current*

- **Boutique consultancy specializing in Customized Consulting and Strategic Solutions.** Dedicated to delivering flexible and high-quality insights across strategy & market analysis, providing end-to-end support from project-design, fieldwork to on-site-execution domestic and abroad.
- **Leveraged our self-trained Research AI-AGENT (Wisdom-Survey: WisdomSurvey.com)** to enable one-click rapid research and customizable, autonomous workflows. This allows us to harness the power of AI effectively while preserving authenticity - helping members launch project even with limited budgets.
- Our customers: Durables (FOTILE, PHILIPS, GIMI), Platforms (Baidu, Tencent) and Start-ups.

JIDU Automobile Driving Co., Ltd. (Baidu Geely Jointed Venture, 5,000~10,000) **Shanghai, China**
International Business/ Marketing & Sales Strategy Business Partner *2023.09-25.01 (1.5 years)*

- **Marketing & Sales Strategy Business Partner:** Established a comprehensive system for annual business plans (BP), strategic plans (SP), and dashboards for marketing, sales, and product lines post-launch; delivered 12+ annual BP/SP dashboards; managed monthly OKR/KPI forecasts with <5% variance.
- **Supported Investment Communication and M&A Reporting:** Facilitated regular business exchanges and feedback between PEVC and third-party consulting/due-diligence firms; built relationships with investors
- **Developed Key Product-line Processes:** Promoted, established, and implemented Huawei's DSTE process system; led Go-to-Market (GTM) operations for the product line after the launch of the second vehicle.
- **Executed Tier-1 Projects:** Headed 0-1 global market-expansion teams targeting MENA (Middle East and North Africa) , Europe; assisted the CMO in developing a TIKTOK Content-Marketing-Methodology and transitioning it to PMO for execution.

DIDI CHUXING (NYSE DiDi Global Inc., 50,000~100,000) **Beijing/Hangzhou, China**
Business Strategy Senior Consultant *2021.12-2023.04 (1.5 years)*

- Deliver strategic planning and key campaign planning annually. Breakdown and cascade OKRs to T2 departments. Update the KPI fulfillment rate monthly and measure the results of execution.

- Develop strategies based on OKRs, offer decision-making support, and build up insights and strategic suggestions to other T2 departments.
- Optimize business model for new and optimized projects through external benchmarking enterprise research. Keep a keen sense of diversified business mode.

MERITCO Consulting (by ex-McKinsey Partners, 100~500)

Shanghai, China

Associate Manager

2020.12-2021.11 (1 year)

- Responsible for strategic consulting and due diligence needs of Platform/FMCG players, VC, and PE. Output includes the qualitative/quantitative input, TAM measurement, competitor research, RTM, etc. delivered 40+ cases.
- Customers accessed: PEVC - Hillhouse, WP, Alibaba CVC, Tencent CVC, etc. Corporate: Tencent, Philips.

WIETOP Consulting

Shanghai, China

Analyst/ Senior Analyst/ Project Manager

2017.10-2019.11 (3 years)

- Proposal designer, and conducted desk research and knowledge, i.e. customized analysis model.
- Designed decks and reports, specializing in market sizing, competitors, RTM evaluation and organization restructuring.

Projects

Post-Investment Strategy Project — Hillhouse / Philips Small Appliances

Shanghai, China

Advised Hillhouse post-investment in Philips' small appliance unit to enable new sector expansion and product incubation. Supported business group setup from zero and sustained financial growth.

- End-to-End Product Incubation: Mapped sub-categories, assessed opportunities, analyzed competition, and built go-to-market plans for product commercialization.
- Stakeholder Alignment & Accountability: Led the balancing of power transition and interest alignment between capital and corporate parties; led in defining authority, responsibility, and benefit distribution.
- Solution Design & Risk Advisory: Transformed the project from traditional fund-serving due diligence into executable implementation, delivering detailed business planning, cross-departmental resource integration, and compliance and risk control.

Tencent Live Streaming Platform's Business Innovation & Implementation

Shanghai, China

Focused on Tencent's Long-Form Video Business Group's live streaming content and business, conducted in-depth research on top 100 +MCN agencies, analyzed leading live streaming platforms across dimensions including user profiling, content strategies, engagement, transactions, etc. to identify business directions.

- Cross-BU Requirement Integration: Consolidated requirements across business units, identified key priorities, and recognized layered opportunities among various MCN institutions.
- Ecosystem Model Development: Generated novel insights and business entry strategies for transitioning long-form video services into live streaming, breaking away from traditional short-form video commercialization approaches, and building a unique ecosystem moat tailored to the platform.

Others

Computer Skills	Microsoft Office, Python, C, R
Languages	English (Fluent), Chinese (Native), Cantonese (Fluent)
Certificates	CFA II