

Nuoya Li

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EDUCATION

COLUMBIA UNIVERSITY

Master of Arts, Economics

New York, NY

Dec 2018

BROWN UNIVERSITY

Bachelor of Arts, Concentration in Applied Math-Economics, Magna cum laude, GPA: 3.93/4.0

Providence, RI

May 2014

EXPERIENCE

GEODIS (*SNCF Logistics – The 4th largest supply chain operator in Europe with €8 bn in revenue*) Berlin, Germany
Economist and Strategist (Internal Consultant) Jul 2015 - Aug 2017

Provided consulting to GEODIS core management/C-suite and major lines of business based on in-depth research of the modern supply chain, emerging markets, technologies and business models; reported directly to Chief Research Officer

- Led a five-person team to evaluate and develop the Asian growth strategy; successfully constructed the Contract Logistics (CL) China Strategic Plan with potential revenue streams estimated at 50 mn USD; identified key clients in the food, FMCG and pharmaceutical sectors
- Proposed the initiative to adopt a more integrated online freight platform to enhance operational efficiency in Freight Forwarding; the project is expected to result in revenue growth from mid-sized enterprise shippers
- Monitored financial and operational performance of major competitors on a quarterly basis with benchmarking analysis to enhance operational efficiency
- Conducted economic and industry research for Ireland to assist management with business decision-making in a dynamic environment; identified potential clients in healthcare, high tech, food, and industrials to optimize existing space utilization
- Offered analysis to GEODIS' global customer base including forward-looking studies on the automotive and the logistics sector, quarterly oil price forecast, global trade flow analysis in the fashion and high-tech sectors, and other country and industry studies on the UAE, Bolivia, Cuba, Angola, etc.
- Informed management and clients with composite sets of economic, financial and shipping indicators, analyses, and forecasts. Established major publications that have won broad recognition and reached a readership of more than 300

BANK OF CHINA HONG KONG LIMITED

Hong Kong

Economic Analyst

Sept 2014 - Jun 2015

- Conducted economic research in the Strategic Planning Department; reported to the bank's Chief Economist
- Published works on major publications including the People's Bank of China's *Financial View* and contributed to *the 2015 Annual Report of RMB Internationalization*
- Wrote on-time analysis and made monthly presentations to brief senior management on the latest release of economic data and policies, to assist with trading, asset/wealth management and risk hedging

AMERICAN INSTITUTE FOR ECONOMIC RESEARCH

Great Barrington, MA

Summer Research Analyst

Jun 2014 - Aug 2014

- Produced a 19-page research paper "Hospitals' Contribution to the High Cost of U.S. Health Care"
- Drove policy recommendations based on quantitative and qualitative analysis of hospital utilization and pricing data
- Presented the primary results to all research associates for the non-profit organization's future use

ADDITIONAL

Languages: Chinese (Native), English (Professional), German (Goethe certificate B1)

Computer skills: Experienced in Tableau, Stata, R, JavaScript, Bloomberg, Microsoft office and Keynote

Activities: Columbia Consulting Club, *active participant*; VERGE Summit 2017, *Volunteer*; Brown Alumni Interviewing Program, *Interviewer*; Brown Strait Talk Symposium, *China Recruiting Chair*

Interests: Avid traveler (visited over twenty cities in Europe), competitive table tennis player