

DORIS HUANG

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PROFESSIONAL EXPERIENCE

SC JOHNSON COLLEGE OF BUSINESS, CORNELL UNIVERSITY **Ithaca, NY**
Visiting Lecturer, Marketing and Management Communications **2021-Present**

EVOLVEDMD **Scottsdale, AZ**
VP of Customer Success **2022-Present**

- Responsible for overseeing customer experience and customer relationships for a fast-growing, privately held behavioral health integration company

THE DECO FOOD + DRINK **New York, NY**
Founder and Co-Owner **2016-2021**

- Launched a new food hall with 9 independently operated kiosks and a full liquor bar in Manhattan's Garment District
- Led all aspects of the project from initial concept to grand opening despite no prior hospitality experience, including:
 - Raised multi-million-dollar investment capital from a silent financial partner
 - Identified and leased 12,000 square-foot location in a competitive Midtown West neighborhood
 - Oversaw architectural design and construction that transformed 5 former fabric stores into a multi-kitchen food hall
 - Scouted 117 restaurant prospects, ultimately negotiating license agreements with 9 different food vendors
 - Created and executed brand, marketing, and public relations strategies with external agencies
 - Built 9-person operations team, including several hires from New York City's workforce development system
 - Launched in December 2019, achieving annual run rate of \$2.2 million in food sales before the COVID-19 pandemic forced the closure of the food hall

GODIVA CHOCOLATIER, INC. **New York, NY**
Senior Manager, Global Innovation; Manager, Innovation Finance; Manager, Strategic Analysis **2013-2016**
MBA Intern, Global Marketing **Summer 2012**

- Optimized Godiva's U.S. retail store portfolio after a period of over-expansion, preserving high-performing stores in luxury and outlet malls while flagging low-performing stores in Class B and C malls for closure upon lease expiration
- Shifted the financial focus of Godiva's product innovation from blended margin on a seasonal collection level, which often led to lower profitability, to SKU-level margin by creating tools that made each product's cost structure transparent
- Created marketing plan for a major relaunch of the Gold collection, Godiva's flagship product line and leading sales driver

ASHOKA INNOVATORS FOR THE PUBLIC **Mexico City, MX**
Senior Intrapreneur; Fulbright Scholar **2009-11; 2007-08**

- Evaluated 300+ social enterprises seeking funding in Mexico and Central America using a venture capital philanthropy model, ultimately inducting 37 new Fellows into Ashoka's highly selective network of leading social entrepreneurs

OLIVER WYMAN CONSULTING LTD. **London, UK**
Analyst **2008-2009**

- Built SQL-based analytical tools for major European retailers to optimize pricing, promotions, and assortment decisions

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration with Honors, Major in Entrepreneurial Management **2011-2013**

UNIVERSITY OF OXFORD **Oxford, UK**
Master of Science in Latin American Studies, Economics Track, Lincoln College **2006-2007**

HARVARD UNIVERSITY **Cambridge, MA**
Bachelor of Arts in Government magna cum laude, Certificate in Latin American Studies **2002-2006**

ADDITIONAL INFORMATION

Languages: Fluent in Mandarin Chinese (oral heritage speaker) and Spanish (oral and written professional fluency)