Jeremy Yiu-Hon Lee

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SUMMARY

Chief Strategy Officer with **10+ years leading strategy**, growth, and enterprise analytics adoption, plus hands-on **ML and GenAI delivery** at education platform and AI marketing startup. **Builds models end to end**: segmentation, forecasting, and causal inference carried through evaluation, deployment, and monitoring. BBA in Accounting & Finance; **MS in Business Analytics at UCLA Anderson**.

EDUCATION

UCLA Anderson School of Management — **Los Angeles, CA**
MS in Business Analytics (MSBA) (GPA: 3.92) — **Sep 2025 – Dec 2026**
- SQL, Optimization, Prescriptive Models, Data Management, Product Management, Operations/Competitive/Customer Analytics

University of Hong Kong — **Hong Kong**
Bachelor of Business Administration (BBA) in Accounting & Finance — **Sep 2012 – Jun 2016**
- Financial & Management Accounting, Auditing, Taxation, Financial Markets & Institutions, Investments & Portfolio Analysis

PROFESSIONAL EXPERIENCE

Kandu, Inc. – Stroke Recovery Health Tech Company — **Los Angeles, CA**
Data Engineer, Enterprise Systems & Intelligence — **Jul 2026 – Sep 2026**
- Led architecture from proposal to production for a natural-language analytics platform on Claude and MCP, defining the access model, semantic grounding, and promotion gates that let commercial, clinical, and operations teams self-serve
- Laid data foundation across 13 post-merger systems, consolidating clinical, device manufacturing, commercial, and billing records into a governed dbt warehouse under HIPAA and GDPR, with identity matching raising linkage 75.7% to 97.5%
- Stress-tested the Claude MCP dashboard platform and warehouse QC pipeline, translating findings into builder features: dry-run execution against live data, save-time versioning, error surfacing, and per-query cost governance

InstaAgent – AI Marketing Platform, Y Combinator — **Los Angeles, CA**
Data Scientist — **Jun 2025 – Mar 2026**
- Ran content and engagement analytics for nine SMB clients, architecting an LLM generation system across X, LinkedIn, Instagram, and TikTok feeds that cut content production cost 80%+ and halved iteration time from brief to live campaign
- Deployed engagement and send-time optimization models and presented their accuracy tradeoffs directly to client marketing leads, converting model forecasts into campaign decisions that lifted engagement 25% and campaign ROI 18%

UCLA Anderson Office of Inclusive Excellence — **Los Angeles, CA**
Data Analyst — **Jun 2026 – Dec 2026**
- Designed the office's first data architecture, consolidating 450+ scattered program files and a dozen overlapping institutional contact lists into a versioned, checksum-verified pipeline with cryptographic provenance and identity resolution
- Authored the data standards and 29-field reference formally adopted by the office head, built the reusable Qualtrics survey family and ingestion script behind them, and ran the pre/post impact analysis reported to the Associate Dean

Casual Ace Learning Centre – EdTech Company — **Hong Kong**
Co-founder & Chief Strategy Officer — **Aug 2016 – Jun 2025**
- Built geo-demographic demand model on student density, income bands, and competitor radius, scaling 1 to 8 locations, with cohort, churn and A/B pricing tests driving 5.2x enrollment, 6.7x revenue, and 20% higher average selling price
- Shipped company learning platform end to end (enrollment, scheduling, payments, courseware, video, LLM tutor) alongside franchising playbook covering staff training, QA, unit economics, serving 1,000+ students with learning analytics
- Integrated ERP and CRM pipelines into one governed data architecture with automated validation rules and exception alerts, giving the leadership team real-time visibility into sales, customer retention, and staff KPIs to support modeling
- Restructured the organization around a KPI-based staff development program for 28 employees, pairing structured coaching with succession planning that reduced turnover and improved productivity across teaching and operations teams

SKILLS

GenAI & Agents: LLMs · RAG · AI Agents · MCP · LangGraph · LangChain · Embeddings · Vector DBs · Prompt Engineering
Engineering: Python · TypeScript · SQL · FastAPI · React · REST APIs · Git · CI/CD · GCP · Claude Code CLI · Pandas · NumPy
Data & Integration: Snowflake · dbt · Airflow · Spark · ETL · Data Modeling · Semantic Layer · Enterprise Integration · Data Quality
Deployment & Delivery: Evaluation · Guardrails · Access Control · Monitoring · Stakeholder Management · Rapid Prototyping · Jira

PROJECTS

Graduate Student Researcher for Prof. Jane Wu — **Jul 2026 – Dec 2026**
- *Deep Tech Atlas:* architected a reproducible research platform measuring LA/OC's deep-tech cluster across 5,022 firms and 8 sectors
- *Africa Dyadic Ties:* building data to test if colonial or telecom-ownership ties carry mobile tech spillovers into Sub-Saharan Africa

Graduate Student Researcher for Prof. Yihao Yuan — **Oct 2026 – Dec 2026**
- *AI Voice Agents:* building causal evidence on how LLM agents and tailored repayment menus shape debt recovery across 36K calls

WSET Level 3 Award in Wines · Sub-250 Marathon Runner · USATF Level 1 Track & Field Coach