

ZONGZE CHEN

◆ zongze@scas.upenn.edu

Technical and business professional with experience analyzing data in marketing and financial sectors, recommending requirements to solve problems and enhance growth. Results-driven liaison between business and technology teams to interpret and develop appropriate business applications and solutions as well as coordinating communication and flow of information. Fluent in English and Mandarin.

Technical Skills

Programming: JAVA/J2EE, C, C++, Matlab, Microsoft Excel (VBA)

Data Analytics: My SQL, Microsoft ACCESS, SAS, R, Stata, JMP

Optimization: GAMS, LINDO

Industrial Professional Experience

Business/IT Professor

2/17-Present

Bethesda University, Anaheim, CA

- Responsible for preparing and delivering lectures to students on topics include Business Statistics, Information Technology in Business, Ecommerce Marketing and Operations Management, Networking
- Foster a teaching-learning environment that values and supports the diversity of students' ideas, opinions, and backgrounds and prepares them for success in a culturally diverse work force.
- Responsible for evaluating and grading students' papers, assignments and class work
- Perform related research

Data Analyst, Academic Mentor

11/16-5/17

MS Education Consulting Group Inc, Arcadia, CA

- Researched and developed a survey instrument, subsequently used to obtain information from customers regarding their satisfaction with products purchased.
- Compiled and analyzed statistical data to identify potential target markets for future sales and marketing efforts.
- Completed independent research project on the use of mathematical/statistical models as tools for solving various business problems.
- Researched story ideas, wrote articles and participated in the publication of a weekly in-house newsletter, optimized search engine

Hardware Design Engineer

3/16– 11/16

Hawk Shield Security Camera Inc, Fresno, CA

- Designed marketing products by analyzing customers' needs
- Designed, simulated and coordinated layout of digital interface portion of discrete analog signal-processing chip set
- SEO conducted
- Linking the CCTV and Access Control System with the SQL database to store the data in the Database storage.

Technical Marketing Analysis Lead

5/14 – 2/15

Virtual Systems Engineering, Iowa City, IA

- Served as technical marketing analysis lead including marketing, finance and programming

- Created and produced market research reports on specific products and markets such as SWOT
- Made recommendations to senior managers based upon research findings.
- Defined target markets and opportunities within them via a variety of avenues including- Social media, academic research.
- Developed client reports on current trends.
- Designed new GUI by programming in C#.
- Built effective ProForma.

General Manager Assistant (internship)

1/14 - 3/14

HYBO Petroleum, Evansville, IN

- Assisted with the day-to-day task assignment and management performance of Customer Service Associates.
- Recruited, hired and trained, provided coaching, managed performance, and administered progressive discipline when necessary.
- Monitored and analyzed reports relating to loss prevention and reported trends to the General Manager.

Research Analyst, Tippie College of Business, University of Iowa

3/11 - 1/14

- Conducted research for thesis entitled “*Dynamic Pricing in Reputation-Based e-Commerce Retailing.*” Incorporated social effects in the model (eBay as an example) and improved model tuning and wrote Matlab codes for model estimation and simulation.

IT Support

9/09 -3/10

University of Pennsylvania, Philadelphia, PA

- Assisted in solving day-to-day information technology problems in the School of Social Policy & Practice. Worked directly with clients and full-time IT professionals to provide assistance and information to students.

Dell Campus Representative

1/09 - 12/09

Dell, Philadelphia, PA

- Promoted Dell products at the University of Pennsylvania, and increased company awareness on campus. Served as coordinator for all Dell events on campus.
- Utilized creative methods to promote Dell including internet medium of social network.

Technology Specialist (internship)

5/09–9/09

Patientstar LLC, Moorestown, NJ

- Led the integration of the company’s array of high-end telephony, database technologies, and web-systems as a method of market analysis.
- Applied web-user demographic analysis to seek viable partners

Internship

3/07 - 1/08

China Unicom Co., Ltd P.R., China

- Assisted Director of Network Optimization in maintaining the network data; analyzed data in depth to improve quantity of network.

Education

May 2014, University of Iowa, Tippie College of Business, Iowa City, Iowa, IA
ABD Management Sciences

Master of Arts in Business Administration (GPA 3.4/4.0)
May 2010, University of Pennsylvania, School of Engineering and Applied Science, Philadelphia, PA
Master of Science in Telecoms and Networking (GPA 3.5/4.0)
Aug 2008, Beijing University of Posts & Telecoms
Bachelor of Science in Telecoms & Management
Joint program with University of London- Queen Mary, Dual Degree
Honors:
Dean's List (2006-07), Outstanding Students Leader (3 out of 80), 2nd honor in IET telecom competition

Academic Research Experience

Research Assistant, Wharton School of Business, Philadelphia 3/09 - 4/10

- Participated in the cross-deck assignment problem (CDAP), a business partner project with National Retail Systems, Inc. (NRS). Supervisors: Professor Monique Guignard-Spielberg and Professor Peter Hahn.
- Studied a new approach (Generalized Quadratic 3-dimensional AP model) and adapted it in CDAP; conducted systems testing of proposed NP-hard models in Extend. Acquired ExtendSim Certification.

Research Assistant, Wharton School of Business, Philadelphia 6/09 - 2/10

- Served as a team member in a joint research project with NYU regarding “*Entrepreneurship and Strategy*”
- Conducted an empirical study on the operation dataset of “*P2P lending community for Prosper.Inc*”. Led data mining via SQL, Java, and STATA. Investigated certain causes leading to the success of funding.
- Established key relationships by applying multivariate regression and logit models on successful funding probability based on hierarchical Bayesian techniques.
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Publication and Presentation

Presentation: *Dynamic Pricing in Reputation based e-Commerce Retailing*

Publication: [1]*Inventory and Price Stackelberg Equilibrium Policies of Non-instantaneous Deteriorating Items Supply Chain with Trade Credit*

[2]*SONY electronics environment analysis based on SWOT, in company structure*

[3] *CDAP Simulation Report,*

<https://extendsim.com/academic/acastudentportal/researchgrants#cross-docking-part-i>

Teaching Experience

2011, Teaching Assistant, Operations Management, Tippie College of Business

2007, Teaching Assistant, Probability and Stochastic Process, Beijing, China

2006, Teaching Assistant/Grader, Advanced Calculus I, Beijing, China