

# CINDY LI

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## EDUCATION

**THE WHARTON SCHOOL & THE LAUDER INSTITUTE, UNIVERSITY OF PENNSYLVANIA** **Philadelphia, PA**  
*Master of Business Administration Candidate; Major in Real Estate* **2018 – 2020**  
*Master of International Studies Candidate; Focus in East Asia and Mandarin Chinese*

- Recipient of merit-based Lauder Institute Fellowship for academic and professional excellence
- Communication Fellow and Teaching Assistant for Wharton's Communication Program, Project Manager for Wharton Community Consultants; Member of Canada Club, Boxing Club, Wharton Real Estate Club

**SCHULICH SCHOOL OF BUSINESS, YORK UNIVERSITY** **Toronto, Canada**  
*International Bachelor of Business Administration* **2010 – 2014**

- Recipient of merit-based York University Scholarship and Queen Elizabeth II Scholarship for academic excellence
- President of Students Offering Support (led 90 volunteers to raise \$60,000 to build three schools in Latin America), pro bono Consultant for Endeavour Volunteer, President of the Schulich Consulting Club (increased membership by 230%)

## EXPERIENCE

**DELOITTE CONSULTING** **New York, NY**  
**Summer Associate – Strategy and Operations** **Summer 2019**

- Advised a medical devices company to build out a global shared services center in Colombia; led the development of an integrated project plan across 12 workstreams, validated savings targets at site visits, and managed two junior team members
- Completed a proposal to serve a mid-cap biotech company to develop a comprehensive real estate and location strategy; scope of work includes site selection for its global R&D functions, due diligence, and economic incentives negotiation

**GOVERNMENT OF ONTARIO** **Toronto, Canada**  
**Policy Advisor – Ministry of International Trade** **2016 – 2018**

- Led the development of a five-year China Strategy to diversify exports across 18 sectors and guide Ontario's in-market activities in four Chinese Trade and Investment Offices; expected to grow exports by \$3.5B and create up to 3,100 jobs
- Collaborated with 13 ministries on a potential Canada-China Free Trade Agreement (FTA), identified 17 offensive and 10 defensive interests to guide trade negotiations; the FTA is expected to increase GDP by \$7.8B and create 25,000 jobs

**Organizational Transformation Consultant – Ministry of Government and Consumer Services**  

- Analyzed processes across five ministries and 70 programs to forecast efficiencies associated with deploying a \$12M information technology platform; resulted in cost savings of 10-15% across \$4B of transfer payments in 11 ministries
- Advised Ontario's International Missions Secretariat on governance models for trade missions led by the Premier of Ontario; implemented an improved accountability framework to support 700 companies in generating \$835M of export sales

**DELOITTE CONSULTING** **Toronto, Canada**  
**Consultant – Strategy and Operations (promoted from Business Analyst)** **2014 – 2016**

Achieved top performance reviews; only member of starting class to be promoted in 15 months (usual cycle is 24 months)

**Organizational Design and Operational Review**  

- Built a comprehensive financial model to design a \$4M outcome-based Social Impact Bond and evaluated various options to maximize social impact and scalability; the selected plan will generate 1,100 new jobs in three cities
- Conducted a financial review of a school board with an annual budget of \$1.1B; developed a three-year deficit reduction strategy with 26 recommendations to yield \$29.4M in savings and a surplus of up to \$10M

**Cross Functional Project Management**  

- Managed 18 workstreams across six securities commissions to establish Canada's first national capital markets regulator; worked directly with 30 executives to design the new organization's corporate, financial, and legislative structures
- Supported 15 workstreams to deliver an \$80M systems integration project on-time and on-budget at a \$6B insurance provider

**Business Development and Internal Leadership**  

- Worked with pursuit teams to win over \$2M of new contracts; developed a national go-to-market justice sector strategy
- Elected as the head of Toronto's Business Analyst Action Committee (BAAC) for over 150 junior practitioners; led internship and full-time recruiting team for four undergraduate programs and served as a new hire coach

## ADDITIONAL INFORMATION

- **Interests:** Fitness (boxing, hiking, dragon-boat racing), music (completed Level 6 piano and Level 8 violin certifications with The Royal Conservatory of Music), and travel (traveled to 50 countries and lived on three continents)
- **Languages:** Mandarin Chinese (advanced), French (intermediate), Spanish (basic)