

ANDREW CHOW
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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate; Major in Real Estate & Finance **2024-2026**

- *Real Estate Leadership*: Board Member of Wharton Real Estate Club, Zell/Lurie Real Estate Center
- *Memberships*: Board Member of Wharton Family Business Club, Board Member of Wharton Asian American Association of MBAs, Wharton Football Club, Travel & Hospitality, Food Club
- *Coursework*: Real Estate Investments, Wall Street Prep Real Estate Financial Modeling, Argus Training
- *GMAT*: 760 (99th Percentile)

MARSHALL SCHOOL OF BUSINESS, UNIVERSITY OF SOUTHERN CALIFORNIA **Los Angeles, CA**
Bachelor of Science in Business Administration; Minor in Psychology **2016-2020**

- *GPA*: 3.85/4.00, graduated magna cum laude
- *Memberships*: President of Delta Sigma Pi Professional Business Fraternity, President of Chinese American Student Association (largest social-cultural organization on campus)

PROFESSIONAL EXPERIENCE

SIMON-KUCHER & PARTNERS **San Francisco, CA**
Manager (promoted to post-MBA position) | Previously Senior Consultant, Consultant **2020-2024**

Top 10% of class, placed on the accelerated promotion track; received Analytical Ace Award & Team Player Award
\$1.1B Construction & Interior Home Design Company

- Led deep dives with real estate industry experts to evaluate inflationary impact on the real estate market and identified gaps in client's sales incentives that caused margin erosion in key U.S. regions and communities
- Produced a scenario-based financial impact model that incorporated market research and industry data to project a 15% uplift for client's install base & 8% spend increase for new deals based on recommendations
- Developed a sales playbook and led training sessions to adjust sales incentives and drive higher margin deals

\$1B Cybersecurity Software-as-a-Service Provider

- Drove profit margin improvements by creating a systematic process to identify high usage customers on the pay-as-you-go plan and define criteria needed for sales and customer success teams to outreach and/or upsell
- Established KPI/metric dashboards in collaboration with client's leadership, sales, and BI teams to track the impact of monetization recommendations (net retention, cross/up-sell, segment churn, deal sizes)
- Performed conjoint & clustering analyses to identify buyer personas, refine pricing, and optimize offerings

\$2.3B File Hosting & Cloud Storage Software-as-a-Service Provider

- Developed a comprehensive long-term go-to-market strategy for client's product portfolio, including recent acquisitions, leveraging in-depth qualitative & quantitative market research to construct recommendations
- Orchestrated collaboration among Product, GTM, BizOps, and Services teams to construct a prioritized feature roadmap, using the integration of AI & automation to enhance monetization opportunities

\$800M Apparel Company

- Optimized client's apparel prices and channel strategy to achieve a 9% revenue uplift, utilizing findings from competitive pressure and price sensitivity analyses; presented recommendations to c-suite and PE ownership

ADDITIONAL INFORMATION

VENN SOCIAL CLUB **San Francisco, CA**
Founder **2022-2024**

- Launched a social club aimed at connecting young adults from diverse social circles to form new and meaningful connections; grew the social club to a membership of 300+ individuals
- Designed and organized events in unique venues for members, established partnership deals with F&B brands, collaborated with local artists & social impact organizations, and drew in \$30,000+ in event sales

SKILLS & INTERESTS

- **Skills**: Financial modeling (Excel), ARGUS Enterprise, Tableau, JMP, Mural, Qualtrics, Microsoft Office
- **Languages**: English (native), Mandarin Chinese (fluent)
- **Interests**: home cooking & mixology (run a food & beverage blog/Instagram page), fantasy basketball (commissioner of multiple leagues for 13+ years), traveling (visited all 7 continents, lived extensively in 3)