

# ETHAN YAO

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## EDUCATION

### University of Minnesota, Twin Cities – Curtis L. Carlson School of Management

May 2025

Bachelor of Science in Business – Management Information Systems, Business Analytics, Marketing

GPA: 3.98

- **Minors:** Product Design, Philosophy
- **Awards:** UMN Presidential Scholarship, UMN Honors Program, Carlson Future Business Leader, Swim State Record Holder
- **Teaching Assistant Positions:** Data Analytics, Machine Learning, Programming, Strategy, and Marketing courses

## PROFESSIONAL EXPERIENCE

### Mastercard, Product Management Intern, New York, NY

June 2024 – Present

- Spearheaded all Agile ceremonies for a cashflow dashboard; defined technical requirements with engineering, marketing, design, and legal teams to prioritize and release 4 product features, write 20+ user stories, and groom product backlog in Jira
- Formulated and executed data-driven product growth strategy, projected to increase cumulative net profit by \$2.2M by year 4
- Innovated generative AI features for a global cashflow product; create Figma prototypes and securing buy-in from 5 VPs
- Crafted open banking partnership strategy for Mastercard API adoption and revenue growth in the EUR and LAC regions

### Carlson Consulting Enterprise, Marketing Strategy Intern, Minneapolis, MN

January 2023 – December 2023

- Orchestrated a current state assessment of the MN early literacy ecosystem to inform marketing strategy and initiatives; devised a targeted growth strategy campaign, estimated to increase pre-K test scores by 13%
- Constructed an early literacy predictive model using R, leveraging data from census records and 23 expert interviews; pinpointed vital gaps in MN library services and presented to 4 MN education committees to drive education reform

### Deloitte, Analytics & Technology Intern, Minneapolis, MN

June 2023 – August 2023

- Championed cross-functional collaboration to guide user research and customer feedback analysis; synthesized insights to define AI product strategies for an F50 fintech, forecasted to reduce costs by ~\$250K annually
- Architected a product roadmap, KPIs, and value propositions for a data management platform, reducing downtime by 25% and improving system reliability; conducted risk analysis on an F100 client's data supply chain

### ANKAA Project, Product Management Intern, Athens, Greece

January 2023 – May 2023

- Interviewed 57 displaced people and nonprofit volunteers, highlighting critical user pain points to optimize product roadmaps
- Authored 14 use cases and engineered an automated onboarding process, employee feedback forms, and e-learning resources; boosted time efficiency by 43% and increased employee retention by 37% for 173 displaced people and 18 volunteers

### Deloitte, Product Discovery II Intern, Minneapolis, MN

June 2022 – August 2022

- Led an 8-person team to 2nd place among 63 teams in weekly product pitches; sharpened PM competencies such as design thinking, user research, product strategy, and UI/UX design through product ideation and prototyping
- Analyzed 100+ Deloitte employees to identify core technical and soft skill gaps; conveyed development opportunity recommendations to 7 partners, improving staff training and talent acquisition process ratings by 28%

## LEADERSHIP

### Carlson School of Management, Student Ambassador Co-Lead, Emerging Leaders of Color Co-Lead

April 2022 – Present

- Partner with Carlson's Director of DEI to coordinate diversity recruiting efforts and weekly professional development workshops for 250+ underrepresented high schoolers, bolstering diverse student applications by 4%
- Mentor 26 student ambassadors, enhancing their interpersonal skills, public speaking, and professionalism to cultivate key relationships with F500 firms, donors, prospects, and alumni; oversaw personalized tours and meetings

### Carlson Business Board – Undergraduate Student Government, VP of Finance

January 2022 – Present

- Maintain relations with 14 corporate sponsors and the Business Career Center, acquiring \$27,000 for recruitment initiatives
- Directed a team of 5 VPs to allocate a \$50,000 budget for DEI and career exploration; ~650 average attendees for 8 events

## ACTIVITIES & PROJECTS

- **Philosophy Club, President,** curate discussions with 50+ students, featuring 10+ professors and outside experts
- **Living Room Tutors, Co-Founder,** design and teach a comprehensive curriculum for 200+ MN K-12 students
- **iridescencefashion, Founder; Model,** head biannual fashion shows promoting food security and eco-sustainability awareness
- **Honors Research Program, Research Assistant,** research DEI impact on employee satisfaction, productivity, and innovation

## ADDITIONAL INFORMATION

- **Technical Skills:** Jira, Confluence, Figma, Python, SQL, R, Excel, Mandarin
- **Skills:** product management & strategy, Agile, user research, feature prioritization, data analytics, design thinking, gen AI