

# IRENE LIU

## EDUCATION

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**Harvard University | John F. Kennedy School of Government**

Cambridge, MA

*Master in Public Policy*

May 2022

Activities: Economic Development Cohort (selected to study U.S. regional economic development with Taubman Center), Nutrition Guidance in Supermarkets Research Study (selected to study as a part of cross-Harvard Walker Study Group), Impact Investing Podcast Research Assistant with Social Innovation + Change Initiative

**University of Pennsylvania | Wharton Business School**

Philadelphia, PA

*Master of Business Administration*

May 2022

Awards: James S. Northrup Fellowship

**University of California, Berkeley | Walter A. Haas School of Business**

Berkeley, CA

*Bachelor of Science, Business Administration, cum laude*

December 2014

Awards: Cal Alumni Leadership Award, Dean's List

## PROFESSIONAL EXPERIENCE

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### BAIN & COMPANY

San Francisco, CA

*Consultant, Senior Associate Consultant, Associate Consultant, Associate Consultant Intern*

10/2015 – 07/2019

- Early Education Co. (PE): Predicted target's performance in next recession through primary and secondary research on national childcare prices, enrollment rates, and units opened and closed during last three recession cycles; identified best practices among competitors to inform target's strategy to mitigate recession impact; supervised first-year AC
- Charter School Network / Merger Integration: Supported alignment on goals and initiatives for regional merger by developing workshop to identify disagreements and areas of excitement for stakeholders; developed operating models and identified \$5MM in savings from creating a central office; client is pursuing regional merger with Bain support
- Media Ticketing Company / Growth and Acquisition Strategy: Predicted upcoming risks to client's market share; built profit pool analysis of the entertainment industry to understand economics of players across the value chain and where client should protect and gain share; collaborated with client's strategy team to design three new potential business models and constructed financial scenarios to help executives decide strategic direction

**TOP BOX FOODS** (Nonprofit focused on healthy food access in food desert areas)

Chicago, IL

*Strategic Initiatives Extern*

08/2017 – 12/2017

- Launched Top Box for Schools in new market (Evanston, IL) by partnering with nutrition department at local high school and engaging student clubs in a fundraiser program; grew customers served by 40% and grocery boxes sold by 30% in one month
- Established partnership with Chicago City Colleges; launched pilot with local college, selling 140 grocery boxes (~900 lbs. of food) in first two hour pop-up market and established model to enable scaling to five other City Colleges
- Developed sales & marketing framework and KPIs to drive marketing strategy; developed retention strategy focused on improving customer experience through community-sourced content (e.g. featuring customers' recipes)

### AIRBNB

San Francisco, CA

*Customer Voice Group Intern*

06/2013 – 08/2013

- Helped foster more intuitive user experience by analyzing trends in consumer demands, synthesizing customer painpoints, and pitching product improvements in search function and mobile application; Net Promoter Score increased by 15%
- Designed experiment to track impact of customer self-service on user conversion & retention for up to \$2MM savings

## LEADERSHIP & OTHER ACTIVITIES

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**INSPIRE, INC.** (Volunteer nonprofit consulting group)

San Francisco, CA

*Food & Ag Advisor, Head of Learning & Development, Case Team Leader (CTL), Consultant*

03/2016 – 07/2019

- Educational Farm Nonprofit: Led team of six Bain ACs to maximize farm's utilization (e.g., new kitchen program, restructured summer program offering, increased site rentals); helped increase farm's non-grant revenue by 25%
- Charter School Network Nonprofit: Developed decision framework for opening an elementary school; conducted parent survey on perception of charter school networks and analyzed historical private funding for charter schools

**BREAKTHROUGH SF** (Nonprofit focused on academic enrichment for low-income students)

San Francisco, CA

*Young Professionals Board Member*

02/2016 – 03/2019

- Co-directed two speaker series fundraisers (Diversity in Tech, Ed Tech); attracting 180+ attendees and raising \$7,000 for Breakthrough
- Participated in student cohort selection through reviewing applications and conducting interviews with students and their families

**THYME TO THRIVE** (Student run co-op focused on food access in schools)

Oakland, CA

*Founder*

09/2013 – 12/2014

- Organized team of five to revitalize weekly organic farmers market at Sankofa Academy; interviewed Oakland families to understand current eating habits, managed weekly volunteer schedules, and streamlined produce ordering process
- Designed community-specific nutritional curriculum and food demos to educate 50+ students on healthy eating