

Richard Wan

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EXECUTIVE SUMMARY

- Ex-Googler with entrepreneurial experience at 3 successful startups
- Native fluency in Mandarin and English
- Lived in Malawi, Indonesia, Italy, Taiwan over the last 20 years with diplomat father
- Strong technical background in DFP, online ads, HTML, website design and SEO
- Proficient in SEM, Web Analytics, Email Marketing and Online Marketing Techniques

EXPERIENCE

Jan 2009 – Mar 2011 (2 Years)

AlphaCasual Productions. Mountain View, CA

Part Time Partner

- Hire, train, develop and work with local and international designers, programmers and partners in product creation and website development projects
- Sign new business and develop additional audience and revenue streams
- Inventing new and testing existing SEO and SEM optimization strategies for newly launched sites

Jan 2007 – Sep 2010 (3.5 Years)

Google, Inc. Mountain View, CA

Technical Account Manager, Google Display Advertising

- Manage top tier client ad campaigns and technical issues with DoubleClick ad platforms
- Work with publishers on optimizing ad performance and reporting on display ads

Jan 2007 – Nov 2008

Enterprise Search & Geo Sales Strategist

- Exceeding quarterly sales goals for the Google Mini and Google Earth Pro product lines
- Run specific projects to boost sales and collect market research data

June 2006- Dec 2006 (6 months)

High Voltage Interactive | Aptimus, Inc. San Francisco, CA

Client Services Manager for all media and lead generation accounts

- Grow existing accounts and manage project development cycle for each industry's lead generation system
- Product Management and development of automated lead delivery system for my clients

August 2005 to May 2006 (1 Year)

Velociti Partners, Inc. Walnut Creek, CA

Project Manager, Sales Strategy Practice

- Manage top clients on their sales cycle and interview prospects on the evaluation process for enterprise software sales

August 2004–August 2005 (1 Year)

The New England Consulting Group, Inc. Westport, CT

Project Manager, Pharmaceutical and Foodservice industries

- Market segmentation, strategic data analysis and presentation development for top tier pharmaceutical and foodservice clients

EDUCATION

Babson College: May 2004 Graduate

Bachelor of Science in Business Management

Concentrations: Management Information Systems and Marketing

Concentration GPA: 3.67 / 4.0 | Dean's List of Academic Achievement

Number 1 ranked Undergraduate Program for Entrepreneurship for 20 consecutive years

MY UNIQUE SKILLS AND PASSIONS

1. I passionately study areas of technology because I believe that it can be used to improve lives
2. Growing up in different countries around the world my brother and I spent much time competing in basketball, tennis and golf. (Golf was mostly played with dad's insistence)
3. While in high school I helped our basketball team win first place in the final school championship games. My coach is still my life mentor to this day
4. I am a Resident Google Tour Guide and [Authors@Google](#) volunteer for our valued guests at Google
5. I understand how online technologies work and how these tools can be used to achieve business goals (I.e. serving ads efficiently via DFP, using SEO to market and promote a new product launch)
6. My favorite question to ask a new acquaintance: "What is your plan to take over the world? And how can I help?"