

JAMES GUO

EDUCATION

YALE UNIVERSITY – New Haven, Connecticut, United States **2013 – 2015**
MPH, Healthcare Management – HCM concentration at School of Public Health in conjunction with School of Management; Co-President of ACHE Yale Chapter

UNIVERSITY OF MICHIGAN – Ann Arbor, Michigan, United States **2010 – 2013**
BSE, Industrial and Operations Engineering – Summa Cum Laude

EXPERIENCE

BC STRATEGY – Sydney, Australia **2020 – Current**
Boutique Strategy Consulting Firm
Senior Consultant

- Extensive experience **advising client executive teams and senior management** across several industries including **Private Equity, Retail, Consumer Products, and TMT**

BAIN AND COMPANY – Hong Kong, Greater China and Sydney, Australia **2016 – 2020**
Associate Consultant, Senior Associate Consultant, Consultant and Senior Consultant

- **Private Equity – Commercial due diligence:** Performed extensive commercial due diligence analyses with leading global funds covering topics such as OTC vitamins market in Japan and Greater China, electric vehicle market landscape in Greater China, wind farm business potential in China, e-cigarette market in China, and premium fitness club business in Greater China and Singapore
- **Retail – Category management:** Led end to end category management efforts including category planning, SKU optimization, layout adjustment, store operations and next generation category management toolkit development at one of the largest grocery retailers in Australia
- **Retail – Fact-based negotiations and fresh upstreaming:** Co-developed Fact-based negotiations strategy for the super-center and club business of a leading retailer in China; Led vegetable upstreaming efforts including sourcing, negotiations and operational implementation; designed and implemented dynamic demand planning
- **Retail – China entry strategy:** Led location optimization work stream to support the CEO office of a major coffee chain retailer in Southeast Asia on its China entry strategy; developed relationship with national/regional real estate developers in South China for location pipeline development; facilitated negotiations with real estate developers, designers and potential partners on leasing contract, branding and franchise agreement
- **Consumer Products – China strategy refresh:** Led Bain's internal knowledge team to refresh the latest view on how MNCs could win in the ultra-competitive consumer product market in China
- **TMT – Platform-based business strategy:** Led IP development on emerging platform-based commercial models, a joint effort driven by Bain & Co., Alibaba Research Institute and Baidu Center for Business Development & Research
- **TMT – Global talents acquisition strategy:** Led in-depth research on global talents acquisition strategy and company's operating model post COVID-19 for a leading global telecommunications equipment manufacturer

JOHNS HOPKINS MEDICINE INTERNATIONAL – Baltimore, Maryland, United States **2015 – 2016**
Administrative Resident

- 1st international student admitted into Johns Hopkins Medicine International Administrative Residency Program
- **International Patient Services and Global Business Development:** Managed business development, financial planning and operational improvement projects with significant exposure to senior leadership

SKILLS & INTERESTS

- Recipient of Accenture-IOE Scholarship, IOE Honor Scholarship at the University of Michigan
- Teaching Fellow of Accounting and Finance, Optimization, Healthcare Operations and Service Operations at Yale
- Core affiliates to Advanced Analytics and Retail practice at Bain & Company
- Passionate skier - explored more than 10 skiing resorts in the United States, Japan, New Zealand and China
- Languages: English, Mandarin Chinese