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## EDUCATION

**University of California, Irvine, The Paul Merage School of Business** 06/2009

*Master of Business Administration*

- Faculty Fellowship Award, GMAT 750
- China America Business Exchange Association-VP of External Marketing

**National Taipei University, Taipei, Taiwan** 06/2007

*Bachelor in Business Administration*

- President of Dance Association
- Provided leadership to officers and membership of over 100 students
- Promoted The Northern Taiwan Universities League Exhibition by partnering with corporations from the consumer products industry, including Adidas, Echo, and the Taiwan Beer Corporation

## EXPERIENCE

**PricewaterhouseCoopers, Taipei, Taiwan** 06/2008-08/2008

*Audit/Assurance Associate- MBA Internship*

- Developed second quarter financial statement reports for two organizations as part of the Assurance Business Unit; used SAP database system to identify and adjust relevant data from client's balance sheet, income statement, and statement of cash flow to produce consolidated financial statement reports
- Conducted risk assessments for clients from Retail, Real Estate, and IT industries; assisted clients by evaluating the adequacy of company policies and procedures, performing test controls, calculating items such as depreciation and fair value, and resolved open issues; identified potential risks and reported findings to clients
- Calculated and organized various financial data and test results, and made conclusions regarding the overall operational and financial performances of client; built strong clients relationships by frequently meeting with clients to discuss the results and possible improvements

**Hakers Enterprise (Sportswear Manufacturer and Retailer) headquarters in Taipei, Taiwan** 07/2005-08/2007

*Corporate Planning Analyst*

- Managed capital spending justifications; including in-depth labor contract analysis, sales forecast, profitability forecast under different scenarios, cost allocation of international retail channels and logistic route planning-Successfully adjusted piece work compensation rate and decreased 5% production cost
- Analyzed variations in budget and prepared monthly performance reports to management level, controlled information flow within all factories and retailers
- Worked with the Business Development Group to plan China market expansion project, defined and implemented profitability metrics for establishing manufacturer's brand in China; identified market potentials by conducting sales margin forecast, market and operational trend analysis, and sensitivity analysis between production costs, production budget and capacity-The custom jacket was introduced to the market and now under development stage

**TNS (Market Research Firm), Taipei, Taiwan** 11/2003-2/2005

*Business Analyst*

- Designed surveys and conducted market research for clients including Honda, Dunhill, and Pringles; surveyed over 10,000 customers online and over 500 direct interviews; Analyzed to ensure the accuracies of market research data and developed growth strategies which were adopted by 80% of clients
- Developed communication strategies: led focus group to analyze the value proposition and consumer preference for clients of Nissan, Taiwan TV Station TVBS, L'Oreal, Neutrogena, Garnier and Olay; reported the research results to clients, 100% of clients implemented the recommendations as a portion of their strategic change platform

## ADDITIONAL INFORMATION

- Permanent resident in the United States
- Multilingual and Multicultural - (Fluent in Mandarin; read and write with proficiency in Chinese)
- NTPU Volleyball league manager, NTPU Cheerleading Co-Captain