BENSON LAO

Los Angeles, CA • Benson.Lao.2022@marshall.usc.edu • (626) 226-6464 • linkedin.com/in/benson-lao • bensonlao.com

EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA   **May 2022**
Master of Business Administration (STEM)

- Membership: High Tech Association; Marshall Data Analytics Club; Marshall Interactive Gaming Association, Graduate Asian Business Society, Marshall Business Competition Program

University of California, Irvine – Irvine, CA   **June 2015**
Bachelor of Arts, Business Administration; Specialized in Organizational Behavior & Marketing
Bachelor of Arts, Business Economics; Focus on Econometrics and other applied statistics

- Honors: *cum laude,* Chancellor's Award of Distinction, Dean's Order of Merit, GPA 3.80

EXPERIENCE

PARS | Public Agency Retirement Services (Public sector investment consulting firm) – Newport Beach, CA   **2016 – 2020**
Senior (Product) Analyst, Consulting

- Developed and managed product strategy and roadmap for an industry-first pension investment tool; collaborated with cross-functional teams and launched fastest growing product in company history — over 25% of all business in 4 years.
- Innovated online enrollment portal for over 1M customers annually; managed development with engineering teams and emphasized defining and eliminating friction, resulting in 80% faster user flow and an improved customer experience.
- Created an internal transaction analysis product with an agile development model used by all departments, replacing 22 separate analysis tools; resulting in over 10,000 program iterations run annually, with <1% error rate.
- Conceived internal SQL tools accessed via web and led development/inclusion across workflows in all company departments; completed 2M+ data pulls with 100% accuracy and internal surveys indicate 98% satisfaction.
- Introduced dollar-weighted rate-of-return KPI based on regression model from 25 years of internal data and achieved over 97% statistical significance; interfaced with leadership and coworkers across departments to integrate into processes.
- Re-engineered analysis model of primary product to enable instant calculation results while accounting for over 1,000 independent variables; utilized in over 2,000 analyses and tracks over $100M in annual revenue.
- Launched a complete brand refresh, including all consumer-facing publications and marketing efforts, across all company products; client surveys indicate 90% approval, citing a superior customer experience.

Global Connect @ UCI (An educational initiative) – Irvine, CA   **2013 – 2015**
Editor-at-Large & Undergraduate Lead

- Headed product development for a series of 15 textbooks and 100+ lesson plans, expanding globalization and international studies in secondary schools; presented to 10,000+ students and implemented curriculum at 100+ school districts nationwide.
- Directed research and design teams of 200+ interns and supervisors annually, including training on presentation skills and slide deck development.

Chancellor's Economist, Department of Economics – Irvine, CA   **2014 – 2015**
Lead Research Assistant

- Designed preliminary regression models with over 1M data points for a national study on age discrimination.
- Published in 100+ academic journals including Harvard Business Review and The National Bureau of Economic Research.

SKILLS & INTERESTS

- Skills: Agile, Scrum, Design Thinking, Problem Scenarios, Lean Startup, Storyboards, User Personas, A/B Testing
- Software: Tableau, Python (certified), SQL (certified), Excel, JIRA, VBA, STATA, MATLAB, Figma, Creative Cloud
- Projects*:* Kawaii Boba Stickers: Top 5 on iMessage app store. Conceived/launched during March 2020. Over 2,000 DAUs; www.bensonlao.com: Designed using WYSIWYG tools, integrated with G Suite and Google Analytics.