

Statement of Objectives

As an applicant for the Vice President of Equity and Inclusion position, my primary goal is to serve as the Chief Officer of Diversity on behalf of the GPSS and champion diversity, equity, and inclusion within GPSS and the larger university. I am committed to regularly practicing internal and external accountability to ensure that GPSS meets its goals of improving graduate and professional student life at the University of Washington.

My responsibilities will include integrating diversity, equity, and inclusion into GPSS goals and activities in collaboration with the other Officers and Executive Committee. I will conduct internal reviews of GPSS on any issues relevant to diversity, equity, and inclusion and collaborate broadly with graduate and professional students, administration, faculty, staff, and others on diversity programming and events. I will maintain a publicly available equity toolkit that graduate and professional students can apply in university settings and promote and ensure the delivery of GPSS Diversity Funds.

Additionally, I will coordinate student feedback surveys and focus group conversations for all Graduate School program reviews and produce the GPSS report on student feedback as an addition to the review committee's site visit report to the Graduate School Council. I am committed to serving on the Executive Committee, Diversity Committee (Chair), and Judicial Committee (ex-officio), as well as representing GPSS on various university committees and affiliates such as the Diversity Council, Graduate Student Equity and Excellence Student Advisory Board, Office of Minority Affairs Student Advisory Board (OMAD SAB), Faculty Council on Multicultural Affairs/Faculty Council on Women in Academia (voting member), and International Student Advisory Committee.

As a Chinese international student who moved to the US for my MBA program, I quickly realized that I had become a minority. This experience opened my eyes to the issues and challenges that people of color and other underrepresented groups face on a daily basis. As a result, I became more interested in

learning about diversity, equity, and inclusion (DEI) efforts and ways that I could contribute to these initiatives.

During my MBA program, I actively participated in several DEI efforts. As an international student, I recognized the importance of supporting fellow international students who may have felt isolated or disconnected from the larger community. To address this, I organized many culture events and created initiatives to foster a sense of community among international students.

Additionally, I recognized the importance of supporting women in business and attended several women's leadership events and mentorship programs. I also sought out opportunities to attend mentorship events specifically for people of color to gain insights from successful professionals in these communities.

Overall, my experiences as a minority in a new country have inspired me to become more involved in DEI efforts. I believe that my unique perspective, combined with my dedication and passion for promoting diversity, equity, and inclusion, make me an ideal candidate for the role of Vice President of Equity and Inclusion for the GPSS.

As a highly motivated and dedicated individual, I am confident that I have the skills, experience, and passion required to effectively fulfill the responsibilities of the Vice President of Equity and Inclusion position. I am committed to promoting diversity, equity, and inclusion in all aspects of the GPSS, and I am excited about the opportunity to work with other members of the organization to make a meaningful impact on graduate and professional student life at the University of Washington.

Ni Zhang

2023.4

NI ZHANG

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EDUCATION

FOSTER SCHOOL OF BUSINESS, UNIVERSIT OF WASHINGTON, Seattle, WA Sep 2022 - Jun 2024

Candidate for Master of Business Administration(MBA)-Management Science(STEM),Technology

- Forté Fellowship & Merit Scholarship

FUDAN UNIVERSITY, Shanghai, China Jun 2014

Bachelor of Laws, Public Administration

- GPA 3.62/4.0(Top5%); National Scholarship; PeopleScholarship; Distinguished Thesis; Member of Municipal Academic Programs; Selected as Delegate for National Public Communication and Crisis Program; 2010 World Expo Volunteer

EXPERIENCE

WALLSTREETCNLIMITED, Shanghai, China May 2018 - Present

ChineseFintech startupcovering global economics and financial schemes

Product Director (*Drove product subscription renewal rates from 10% to 46%*) Jun 2020- Present

- Spearheaded product development through leading cross-functional team of 36; Drove product optimization with comprehensive market research, benchmark analysis, and customer analytics
- Redesigned membership subscription products after identifying user pain points and developing solutions that led to 300% ROI increase; Launched 13+ online seasonal promotional activities, increasing the firm's membership revenue by 100%
- Expanded product partnerships including financial robots with Microsoft Xiaobing and in-car applications with Huawei

Director of Financial Social Media Unit(*Fast-promoted from Vice Director to Director in 1 year*) Dec 2018- Jun 2020

- Established and oversaw a multifunctional team of 19; Redesigned product monetization model, crafted go-to-market strategy, and led successful implementation, resulting in a 3X increase in APP DAU and 2X increase in quarterly revenue
- Built partnerships with 300+ Chinese economists and financial experts; Organized 50+online and offline conference events

Assistant General Manager May 2018- Dec 2018

- Conducted in-house innovation projects; Initiated organizational culture development in cooperation with the HR Department; Facilitated company D Series funding working closely with financial advisors and investors

CBNDATA TECH LIMITED, Shanghai, China Jun 2016 - May 2018

ALIBABA and SMG's jointventure that providedtech consulting and advanced digital marketing solutions

Key Account Manager

- Achieved and maintained company's top sales performance out of 50 staff over 2 years by developing and establishing 100+ key client accounts from scratch, contributing 15% of monthly sales revenue
- Worked with high-profile clients to build customized Big Data marketing solutions; Consistently exceeded clients' expectations with detailed market research deliverables that helped significantly increase operational efficiencies that reduced man hour by 30%
- Integrated Big Data with livestreaming to create innovative solutions for clients; Initiated and conducted 40+ livestreaming promotions on the Taobao APP, increasing customers' purchasing conversion rates by 12%

SHANGHAI MEDIA GROUP(SMG), Shanghai, China Jul 2014 - Jun 2016

China's largest state-owned media and cultural conglomerate, SSE listed with a \$15B market cap

Project Cooperation Specialist(*Top 1% performance, Media industry thesis won Excellence Award in a national contest*)

- Facilitated company's IPO, group integration, and organizational restructuring by coordinating and overseeing the efforts of multiple stakeholders including shareholders, the commission board of directors, and government officials
- Drafted monetization plans for 5 national TV channels; Aligned TV channel strategies with industry clients' needs by conducting sector research and providing customized solutions
- Planned and executed 25+ TV channel events with industry clients, increasing daily viewers by 20%, and growing business partners from 20 to 100

SKILLS AND ACTIVITIES

- Language & T Skills: English, Mandarin, French (Basic), Adobe Certified Designer (PS, AI); Tableau; SQL
- Professional Certificates: PMP, Intermediate Economist; HR Level 3 Certificate; Certified E-Commerce Specialist
- Hobbies: Keyboard, Guitar, Calligraphy, Seal Cutting, Painting, Writing, Cooking, Travelling (50 countries), Tea Art

OFFICER CANDIDATE NOMINATION FORM 2023-2024

This form is to be completed by the candidate and submitted to the Elections Committee (gpsselect@uw.edu), by Wednesday, **April 26, 2023, 5:30 PM** in order for candidate information to be posted on the GPSS website and by **Thursday, April 27, 2023** to be distributed via email to Senators. Senators wishing to nominate themselves from the floor must also provide this information at time of nomination.

1. Full Name: Ni Zhang

2. Graduate or professional program of study: Full Time MBA Program at Foster

3. Are you currently a registered student? **Yes** (✓) **No** ()

4. Do you expect to be a graduate or professional student during the 2023-2024 academic year (Fall, Winter & Spring Quarters)? **Yes** (✓) **No** ()

5. The position you are running for is: **Vice President of Equity and Inclusion**

6. Indicate at least three GPSS Senate or committee meetings, including at least one meeting conducted under rules of parliamentary procedure, that you have attended during the 2023-2024 academic year prior to the election meeting.

- See Section 2.1 of the Elections Guide for a list of qualifying committee meetings.

- Finance & Budget Committee Meeting - Apr 21th
- Executive Committee Meeting – Apr 12th
- Diversity Committee Meeting – Apr 13th

7. Do you understand and acknowledge that you should be able to work for GPSS for 19.5 hours per week during the 2023-2024 academic year, including 8 hours per week in the office (4 for President) between the standard business hours of 8:00 a.m. and 5:00 PM, Monday through Friday? **Yes** (✓) **No** ()

8. If 'No' to question 7, please explain:

Affirmative Statements

I, Ni Zhang, do not have any responsibilities (be them academic, employment, or personal) that might prevent me from fulfilling the responsibilities as a GPSS Officer. I affirmatively declare that I meet the eligibility requirements outlined in the GPSS Election Guide.

The requirements as stipulated are:

- - I am enrolled as a graduate or professional student at the time of the election or will be enrolled during the Fall, Winter, and Spring quarters of 2023-2024.

Yes (✓) **No** ()

- - I am not a member of the Elections Committee.

Yes () No (✓)

- - I have attended at least 3 GPSS Senate or qualifying committee meetings, including one conducted under rules of parliamentary procedure, prior to the Elections meeting during the 2022-2023 academic year.

Yes (✓) No ()

- - I will intend to maintain full time student status during the term, if elected and be on campus through the 2023-2024 academic year (Fall, Winter and Spring). *Vice President of External Affairs is permitted to take a reduced course load during Winter Quarter.*

Yes (✓) No ()

- - I will be able to work 19.5 hours per week during the 2023-2024 academic year, including 8 hours per week in the office (4 hours per week for the President) between 8:00 a.m. – 5:00 PM, Monday through Friday.

Yes (✓) No ()