

BEN H. CHEN

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EDUCATION	UNIVERSITY OF MICHIGAN Ross School of Business / School of Natural Resources MBA/MS, Erb Institute for Global Sustainable Enterprise, May 2014 <ul style="list-style-type: none">• Emphases: Strategy and Sustainable Food Systems• Elected: VP Industry Focus Groups, Emerging Markets Club• Elected: VP Communication, Greater China Association• Finalist: Dow Corning Innovate with Impact, 2012 Hult Global Challenge Regional Final• GMAT Score: 710 (92 Percentile)	Ann Arbor, MI
	PURDUE UNIVERSITY School of Engineering Bachelor of Science, December 2004 <ul style="list-style-type: none">• Major: Electrical Engineering; Dual Minors: Management and Economics	West Lafayette, IN
EXPERIENCE Summer 2012	GE HEALTHCARE Summer Consultant <ul style="list-style-type: none">• Created China go-to-market strategy for mid-tier medical devices by conducting secondary research and interviews at 20+ hospitals in nine cities; identified market positioning with projected 3-year sales growth by 100%• Developed multi-tier product strategy by identifying clinical needs and product features at the lower-tier unmet market; projected additional sales growth by 125%	Beijing, China & Bangalore, India
MAP 2012	THE BROAD GROUP Student Consultant, Broad Sustainable Building <ul style="list-style-type: none">• Designed market-entry strategy for North America by evaluating potential partnerships and target markets; recommended alternative entry plan to Chairman of Broad Group• Averted project cancellation due to sponsor's unexpected departure by acting as Chairman's liaison to Henry Paulson; acquired Broad's re-commitment to the project	Changsha, China
2005-2011	GENTEX CORPORATION Nissan Program Manager, 2009-2011 <ul style="list-style-type: none">• Analyzed customer needs, market trends, potential product designs, and manufacturing processes to create new product line; improved profit margins by 28% and generated \$4M sales to multiple automakers• Led cross-functional team of 40 to develop strategic product and resolve customer concerns; generated first new sales at Nissan in five years, worth \$2M• Convinced client to adapt alternative projects and schedule by identifying customer value and motivating team to analyze and reduce design risks; saved 25% of time in design review process and 3% of development cost• Founded Gentex Toastmasters Club and mentored officer team to develop marketing and leadership skills; club received public recognition by senior management Program Manager, 2007-2009 <ul style="list-style-type: none">• Identified cross-group best practices by interviewing business team leaders to invent common product platform for three automakers; generated \$20M in sales• Motivated team of 20 to develop product 75% ahead of schedule and mitigate potential risks; recognized as Quality Supplier of the Year by Hyundai Motors Electrical Project Engineer, 2005-2007 <ul style="list-style-type: none">• Collaborated with senior manufacturing team to streamline manufacturing line's material conversion plan; reduced \$150K in conversion and operation costs	Zeeland, MI
ADDITIONAL	<ul style="list-style-type: none">• Backpacked to rural Chinese villages and had sing-along with government officials, jumped into a 40-foot wide well in India, explored the bottom of Iguaçu Falls in Brazil• Took one year off during college to work in marketing for a high-tech company in Japan• Languages: native in English and Mandarin Chinese, conversational Japanese	