

Emma (Shao-Han) Hsu

Email: eshhsu@me.com | US: +1-808-451-6082 | Taiwan: +886-0917-078-117 | <https://www.linkedin.com/in/emmahsu/>

Education and Awards

- 2021 – Present** **University of Hawaii, Manoa – Master’s Asian International Affairs** *Honolulu, USA*
Matsunaga Institute for Peace – Negotiation & Conflict Resolution Certificate
Pacific Forum Think Tank – Young Leaders Program 2023 Cohort
- **Scholarships:** East West Center Foundation Scholar, Chandler Public Policy or Conflict Resolution, C. F. and Grace Ning Award in Chinese Studies, K.S. Cheng Memorial Scholarship, Asian Studies departmental merit scholarship, UHM non-resident tuition exemption award
 - **Specialization:** China, cross-border collaboration, intellectual property, technology
 - **Graduate assistant:** Intro to East Asia (ASAN201), Intro to S. & SE. Asia (ASAN202)
- 2010 – 2006** **McGill University – BSc Biochemistry** *Montréal, Canada*
- JW McConnell full scholarship with early acceptance, BC provincial scholarship
- 2006 – 2004** **Brentwood College School** *Victoria, Canada*
- Academic: 99th percentile student, 90th percentile University of Toronto national biology contest, 85th percentile Waterloo University national math contest
 - Extra-curricular: President of International Student’s Club, captain of basketball team, concert Band captain, Bronze Duke of Edinburgh award

Work and Project Experiences

- Jan 2023 – Present** **University of Hawaii – Pacific Asian Center for Entrepreneurship** *Honolulu, USA*
Practicum as Leadership Program Designer *Reported to Executive Director*
- Designed training workshop and leadership program as part of capstone practicum for the Graduate Certificate in Conflict Resolution from Matsunaga Institute
 - Surveyed entrepreneurship and innovation ecosystem around University of Hawaii to map relationship of academic institutions with government and private sector
 - Interviewed stakeholders to condense needs into quantifiable key performance indicators (KPI) that can be used to improve program
 - Linked KPIs to customer relationship management (CRM) software using AirTable
 - Designed and facilitated a conflict resolution workshop designed for students to reframe conflict to find opportunities for progress
- May 2021 – Feb 2018** **Intralink Group Limited – Asia Development Consultancy** *Shanghai & Taipei*
Senior Project Manager: Open Innovation Program Lead *Reported to MD*
- Formulate and execute strategic and tactical recommendations for non-Chinese companies and governments to build and expand business in China for med-tech and health, AI, chips, internet-of-things, and EV & energy sectors
 - Launch and spearhead China Open Innovation program to monitor and promote technology collaboration between Chinese and foreign start-ups/corporates
 - Negotiated multiple partnerships, including exclusive distribution deal (CAD\$2.1m) through consolidating multiple small distributors to single national distributor
 - Clients: NTT Data, Nippon Steel, NSK, British Office Taipei (de facto embassy)
- May 2017 – Feb 2018** **Ringier AG – Bilingual Media Group** *Shanghai, China*
New Business Unit Development Manager: Localisation Lead *Reported to GM*
- Restructured China City Weekend’s declining business focused on shrinking expatriate communities towards building services for returnee and local consumers
 - Successfully facilitated and supported acquisition deal to new ownership
- May 2014 – Feb 2018** **Weifeng (Breeze) Technologies – Startup** *Shanghai, China*
Co-founder and CEO: Product & Fundraise Lead *Managed 7 direct reports*
- Designed and managed WeChat-based software service (SaaS) for businesses to achieve profitability in 6 months by signing 50 clients
 - Successfully raised angel investment funding then negotiated sale and acquisition
- May 2013 – May 2014** **ZS Associates – Management Consulting** *Shanghai, China*
Business Associate: Pharmaceutical Strategy Consultant *Reported to PM*

- Developed strategy for Fortune 500 corporate clients based on quantitative modeling and forecasts for sales force optimization and new product development
- Oct 2011 – Jul 2012** **Illuminera – Market Research Consulting** *Shanghai, China*
Senior Analyst: Fast Moving Consumer Goods Market Researcher *Reported to PM*
- Researched consumer behavior through qualitative (ethnography, focus groups, interviews) and quantitative (telephone and online survey design) methods

Publications and Conferences

- Nov 2022** **Copyright's Role in Artificial Intelligence's Hierarchy of Needs**
Asia Pacific Copyright Association (APCA) at National University of Singapore
- Sept 2022** **There is No Entity List for Patent Filings: The Policy Implications of Huawei and ZTE as Patent Powers**
Co-author: Philip Rogers, PhD candidate at UC Berkeley
Honorable Mention: Carter Center 7th Young Scholars Forum on U.S.-China Relations
- April 2022** **Cutting in the Middleman: Learning from Ancient Chinese Contract Negotiation**
Brill Publication: International Negotiation Journal
<https://doi.org/10.1163/15718069-bja10056>
- April 2021** **After Ukraine war, Taiwan's chip supremacy raises economic stakes**
Co-author: Rob York, Director of Regional Affairs at Pacific Forum
<https://www.aljazeera.com/economy/2022/4/3/after-ukraine-war-taiwans-chip-supremacy-raises-economic-stakes>
- March 2021** **UK and Taiwan: Technology Innovation Gap Analysis**
For: Science and Innovation British Office Taipei – UK government officials only
Lead team of 6 across 3 locations to create analytical framework of innovation gaps.
- Sept 2020** **Open Innovation in East Asia, Opportunities for UK Collaboration**
For: China-Britain Business Council (CBBC) – Members only
Sole researcher, author and presenter for China section. Available to CBBC members.
- June 2020** **Healthcare Taiwan – Digital Transformation and Advanced Therapies**
For: UK Department of International Trade (DIT), Taipei Office – Open to public
Lead author and presenter for digital transformation section
<https://www.intralinkgroup.com/Syndication/media/Syndication/Reports/Taiwan-Digital-Healthcare-Report-June-2020.pdf>
- 2020 – 2021** **China Technology Innovation Hotspots Blog Series**
For: Intralink – Publicly available
Key researcher and author for China coverage, which included Shenzhen, Hangzhou, Shanghai, Beijing, Nanjing and Taipei. Available on Intralink Group Japanese website.
- Nov 2018** **Shenzhen: The world's hardware capital gets a software upgrade**
For: Site Selection Magazine
<https://siterelection.com/issues/2018/nov/china-shenzhen-the-worlds-hardware-capital-gets-a-software-upgrade.cfm>

Extracurricular Activities/ Volunteering

- Jan 2023 – Present** Volunteer Mediator In Training – West Hawaii Mediation Center
- Sept 2022 – Jan 2023** Volunteer – Pacific Asian Center for Entrepreneurship at University of Hawaii
- Sept 2022 – Oct 2022** Social Sponsor – East West Center Young Southeast Asian Leaders Initiative (YSEALI)
- Jan 2022 – Aug 2022** Research Intern, supported Women, Peace & Security research Pacific Forum
- Nov 2021 – Present** Hawaii Chapter Founding Member & Ambassador – McGill University Alumni Services
- Oct 2021 – Present** Asia Business Development Mentor – Blue Startup Accelerator

Hobbies Snowboarding, Scuba Diving (PADI certified), Swimming (Red Cross Pool & Beach Lifeguard), Piano (Royal Conservatory Level 9)

Languages English (Fluent: reading, writing, speaking)
Mandarin – Traditional & Simplified (Fluent: reading, writing, speaking)
French (Basic: reading)