

龚睿恒

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教育背景

康奈尔大学工程学院	伊萨卡，美国
工程管理专业硕士学位	2019.08 – 2020.05
美国纽约大学工程学院	纽约，美国
机械工程专业学士学位，辅修专业：商科	2015.08 – 2019.05

职业经历

家族企业（政府事务建筑企业）	上海，中国
业务发展与交付经理	2023.03 – 至今

- 负责准备和提交政府建筑项目的投标书，通过详细的预案、提案、和谈判的过程，成功获得多个千万级项目合同
- 负责监督项目全生命周期，确保项目的按时交付、成本和质量管控，并促成跨职能团队合作与项目各方的积极沟通

德勤管理咨询	上海，中国
咨询顾问 – 生命科学与医疗	2020.11 – 2023.03

- 专注于生命科学和医疗行业，主要客户包括国内和国际制药、医疗器械、保险和其他医疗健康相关企业。部分客户包括艾伯维、阿斯利康、默沙东、辉瑞、瑞思迈（按英文首字母顺序排列）等，总计 13 个独立项目以及服务了 10 个不同的客户
- 既为管理团队提供高层次的战略决策帮助，也为执行团队提供实施建议。项目类型包括市场准入战略、数字化战略、本地化战略、市场营销战略、变革管理战略和具体实施、市场竞争格局分析、产品增长战略和预测模型等
- 部分项目经历包括：1) 通过对 10 家行业领先的跨国企业以及 8 个与客户业务相关的代表性产品进行分析，为客户的公司财务和产品表现提供建议；2) 为一家医疗器械跨国企业制定了市场准入战略并解答了其在市场定位、竞争环境、患者旅程以及未来市场展望 4 个方面的总计 14 个核心问题；3) 为一家跨国医疗器械企业的本地化需求提出了 4 种方案，包括自建、收购、战略合资、以及外包，并根据客户实际情况推荐自建的路径以及落地方案；4) 为一家医药跨国企业制定并落实了虚拟医药代表团队的市场准入战略，联动了 3 个业务部门、6 个技术团队和 8 个疾病团队，从而加速对下沉市场的渗透；5) 为一家制药跨国企业制定了数字化组

织转型战略从而增加了 4 个主要业务支柱间的协同，并与客户共创了 28 种数字化举措以提升产品在其生命周期中的营效

- 参与撰写和编辑多个医疗行业白皮书，包括亚太医疗技术协会（APACMed）中国医疗器械行业数字化白皮书，中国免疫诊断市场白皮书等

项目经历

C2 资本

上海，中国

私募基金投资分析师 - 消费基金

2023.09 - 2024.02

- 专注于评估和研究消费健康公司，利用行业洞察力识别高潜力的投资机会；进行全面的尽职调查，确保与公司整体投资战略一致，并关注消费健康领域内有增长潜力的行业
- 在消费健康和美妆行业不断涌现的细分市场中，识别并分析投资目标；领导跨职能团队进行投资后支持，推动增长和运营协同效应

中国国际金融股份有限公司

上海，中国

投行部项目支持

2023.05 - 2023.07

- 为一个处于即将上市申报阶段的先进科技制造行业客户提供支持，支持内容包括但不限于整理各平台流水和关联方交易信息、收集企业业务和所处行业的市场信息并完成招股书的编写

康奈尔 BR 咨询

伊萨卡，美国

金融咨询顾问

2019.09 - 2020.05

- 为小型非营利组织从当地私企募资提供金融解决方案和策略
- 为客户降低运营成本，提高运营效率，以获得业务模式的可持续性
- 为客户制定新的定价策略，调整产品和服务组合，使客户在市场上更具竞争力并提升营收

领导力经历

德勤管理咨询分析师& 咨询顾问联盟

上海，中国

分析师 & 咨询师联盟创始团队成员

2021.10 - 2023.03

- 通过在线经验分享、线下聚会、匿名信箱收集问题并在部门全体大会上向主管人提问等方式，在分析师和咨询顾问中建立凝聚力

技能与爱好

技能：MATLAB, SQL, Tableau, LabVIEW, 微软办公软件, 3-D 打印, 多次青年数学奥赛、杯赛获奖（上海市级金奖、国家银奖等）

语言：普通话，英语

爱好：篮球、高尔夫、萨克斯（上海音乐学院十级）、滑雪

RAY RUIHENG GONG

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EDUCATION

College of Engineering, Cornell University

Ithaca, USA

Master of Engineering in Engineering Management

Aug 2019 – May 2020

Tandon School of Engineering, New York University

New York, USA

Bachelor of Science in Mechanical Engineering, Minor: Business Studies

Aug 2015 – May 2019

WORK EXPERIENCE

Family Business (Gov. Affair Construction Company)

Shanghai, China

Manager – Business Development & Delivery

Mar 2023 – Present

- Directed the preparation and submission of competitive bids for government construction projects, securing multiple 8-figure contracts through detailed proposals and effective negotiation
- Oversaw project lifecycle, ensuring timely delivery, budget adherence, and quality standards, while facilitating cross-functional team collaboration and stakeholder communication

Deloitte Consulting

Shanghai, China

Consultant – Life Science & Healthcare Industry

Nov 2020 – Mar 2023

- Provided strategic planning and implementation advisory to leading life science and healthcare firms, including international giants like AbbVie, AstraZeneca, Boston Scientific, and Pfizer across 13 projects and 10 clients
- Formulated and guided market entry, digital transformation, localization, and marketing strategies, along with change management for executive leadership teams
- Spearheaded consulting projects focused on competitive analysis, growth strategy development, and forecast modeling to facilitate informed strategic decisions and expansion
- Some project experience include:
 - Conducted pharmaceutical industry research and financial benchmarking of 10 selected MNCs and 8 relevant products to derive data-driven insights and recommendations from financial performance analysis
 - Developed a GTM strategy for a medical device MNC and addressed its 14 core concerns in 4 categories: market positioning, competition landscape, patient funnel, and future market outlook
 - Suggested 4 different localization strategies, self-build, acquisition, strategic partnership/JV, and outsource (MAH), and recommended the self-build model and localization roadmap for a medical device MNC
 - Developed and implemented a GTM strategy of a virtual medical representative team for a Pharma MNC that connects 3 BU, 6 IT functions, and 8 disease groups to smoothen and accelerate the penetration of the broad market
 - Formulated digital transformation strategy for a pharma MNC to revamp innovation model to improve the synergy of 4 main business pillars, and identified 28 initiatives to improve productivity of each product life cycle
 - Authored and edited thought leadership content in the form of published healthcare industry white papers on topics such as China medical device digitalization and immunodiagnostics market dynamics

PROJECT EXPERIENCE

C2 Capital Partners

Shanghai, China

Private Equity Analyst

Sep 2023 – Feb 2024

- Specialized in evaluating and researching consumer healthcare companies, leveraging in-depth industry insights to identify high-potential investment opportunities. Conducted comprehensive due

diligence, ensuring alignment with corporate strategies and focusing on sectors poised for growth within the consumer health domain

- Pioneered the identification and analysis of investment targets within the burgeoning segments of the consumer health and beauty industry. Led cross-functional teams in post-investment support, driving growth, operational synergies

China International Capital Corporation (CICC)

Shanghai, China

Investment Banking Project Assistant

May 2023 – July 2023

- Provided support for a client in the pre-IPO stage, including collecting and organizing financial statements, marking related party transactions which were worth noticing, gathering market information about this business and the industry the client operates and drafting the business section of the IPO prospectus

BR Consulting

Ithaca, USA

Financial Consultant Intern

Sep 2019 – May 2020

- Provided solutions and strategies for a non-profit organization to raise fund from the private segment
- Reduced the operating cost and increased the operation efficiency to gain business sustainability
- Developed a new pricing strategy and adjusted product and service portfolio to make the client more competitive in the market and increase revenue

LEADERSHIP EXPERIENCE

Deloitte Consulting Analyst & Consultant (AC) Alliance

Shanghai, China

AC Alliance Steering Committee Member

Oct 2021 – Mar 2023

- Creating a stronger bond within junior practitioners (analysts and consultants) through online experience sharing, offline gatherings, anonymous mailbox of critical questions for portfolio leaders to answer on townhall meetings

SKILLS

Technical Skills: MATLAB, SQL, Tableau, Microsoft Office, 3-D Printing, Junior Mathematical Olympiad Prizes (silver, gold)

Languages: Mandarin, English

Interests: Basketball, Golf, Saxophone (Level 10), Skiing