

Ben Percifield

Qualitative 🍷 Quantitative | I believe numbers feel. | 虽然我叫笨，但是我本人并不太笨

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<https://y.at/>    

EXPERIENCE

ThinkingBox, Toronto — *Junior Strategist*

OCTOBER 2020 - PRESENT

- Research and analyze tech adoption in wider culture to fuel the firm's development of proprietary technologies for start-up and blue chip clients
- Manage the strategy needs for a portfolio of start-ups and technology clients
- Mine the internet and meme culture to drive actionable insights across teams
- Support the Director of Strategy in research, collecting and organizing data points and insights, preparing pitch decks, writing strategic briefs, delivering strategies

Sabbatical, Chicago & Toronto — *HusBen*

SEPTEMBER 2019 - SEPTEMBER 2020

- Resigned from ChinaWise to support my wife's international job transfer from Chicago to Toronto. The pandemic hit right after we moved to Toronto.
- Worked as a fundraiser for Dying with Dignity, sushi waiter, and handyman

ChinaWise, Chicago — *Growth Strategist*

SEPTEMBER 2017 - SEPTEMBER 2019

- Founded a new division for the firm to service blockchain clients' marketing strategy needs, and personally managed a portfolio of Chinese blockchain clients
- Produced and hosted *The Blockchain Revolution* conference at the University of Chicago Gleacher Center to evangelize cryptocurrency for a diverse audience.
- Developed the strategy behind and initiated the creation of the Global CSR Foundation (GCSRF), a non-profit dedicated to the acceleration of solutions for the UN's sustainable development goals amongst international entrepreneurs
- Produced and hosted a launch event for the GCSRF at the United Nations on October 30, 2018; including coordination with the United Nations, crafting all marketing materials, writing press releases, developing the programming and working with speakers and special guests on the event content
- Oversaw the business exchange program dedicated to strengthening relationships between American and Chinese entrepreneurs

Goldwind, Beijing — *Information Disclosure Specialist*

JUNE 2016 - MAY 2017

- Analyzed internal company data and prepared business intelligence reports.
- Assisted the Secretary of the Board of Directors in managing C-level executives' communication with external and internal stakeholders
- Translated and published announcements, notices, and annual reports in accordance with the Listing Rules of the Hong Kong Stock Exchange

EDUCATION

McGill University, Montréal QC

SEPTEMBER 2012 - MAY 2016

B.A. Economics | Minor in East Asian Language & Literature

Cumulative GPA: 3.62, Graduation with Distinction

PUBLICATIONS

Cortex: Smarter Contracts

2018-06-09 | China Daily

SPEAKING ENGAGEMENTS

2020–2021 | Strategy Roundtables

Miami Ad School, Toronto, Canada

2019 | Global CSR Foundation

United Nations HQ, New York, USA

2018 | The Blockchain Revolution

Gleacher Center, Chicago, USA

CERTIFICATE PROGRAMS

Data Science Bootcamp

BrainStation, Toronto, Canada

- Python
- Data Modeling
- Data Visualization

Strategy & Planning Bootcamp

Miami Ad School, Toronto, Canada

- Qualitative and Quantitative research & data analysis
- Measurement & analytics
- Developing insights
- New business pitching

AWARDS

2020

Winner of Live Client Pitch

Miami Ad School | Toronto, Canada

2015

Outstanding Elegant Demeanor

Chinese Bridge Competition | Beijing

LANGUAGES: English, 中文, Apple Juice in 14 languages