

# CAROL CHO

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## PROFESSIONAL EXPERIENCE

POINT LOMA NAZARENE UNIVERSITY, San Diego, CA

**Assistant Director, Graduate & Professional Business Education** (2016-Present)

*Plans and executes year-round operations of PLNU's MBA and BBA Programs.*

- Managed end-to-end customer experience of MBA students, from onboarding to degree posting, including program communications, course advising & registration, and co-curricular activities. Achieved >90% graduation rate during past 3 years.
- Managed MBA and BBA operating budgets on quarterly basis, including reports and reconciliation.
- Collaborated with Dean & Associate Dean to implement strategic projects & analyses.
- Coordinated program-wide networking events, regional trips, international trips (Germany & Italy), and Commencement Receptions for MBA & BBA Programs.
- Evaluated and negotiated proposals from outside vendors (academic content providers, international travel vendors, online proctoring companies, hotels, marketing vendors).
- Supported launch of successful business workshops on Data Analytics and Digital Marketing.
- Hired, trained, and managed Program Coordinator & student workers (direct reports).
- Partnered with Alumni Board to facilitate alumni engagement & establish communication plan.

U.S. TRUST, BANK OF AMERICA PRIVATE WEALTH MANAGEMENT, Boston, MA

**Private Client Manager, Assistant Vice President** (2008-2011)

*Managed ultra-high net worth relationships by providing seamless access to a vast array of exclusive banking, credit, investment, and financial planning services, and overseeing periodic client review meetings.*

- Managed client portfolio with over \$800 million in assets under management, \$250 million in custom credit, and \$300 million in deposits; contributed to new sales in excess of \$600,000 in revenue annually.
- Created & executed annual business plan to meet sales goals. Supervised and motivated core sales team. Proactively identified opportunities for revenue growth within book of business.
- Coordinated cross-functional teams of portfolio managers, trust officers, and wealth strategists to track progress towards sales goals and collaborate on preparation for client review meetings.
- Developed pilot lead generation program of data mining for prospects and shared with colleagues in Boston; program later expanded to other markets.

THERMO FISHER SCIENTIFIC, Milford, MA

**Solutions Marketing Associate**, Lab Products Group (Summer MBA Internship, 2007)

*Assessed In-Vitro Fertilization industry as potential market segment for Thermo to bundle relevant lab equipment and consumables together and market as turnkey suite.*

- Conducted primary market research at IVF clinics in Boston, MA and Denmark.
- Coordinated with Sales, Product Managers, Distribution, and Marketing departments to assess feasibility and logistics; traveled to subsidiaries in Denmark (Nunc) and Rochester, NY (Nalgene) to interview key decision makers and collect data.
- Developed financial model to quantify market size and growth potential; analyzed competitors.
- Presented recommendations to C-level executive management; received offer to join Leadership Development Program upon graduation from MBA program.

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BOSTON ACADEMIC CONSULTING GROUP, Cambridge, MA

**Senior Associate, Marketing & Business Development** (2003-2006) & **Consultant** (2004-2006)

*BACG provides private educational consultation services. Founded in 2001.*

- Spearheaded several business development projects, including creation of company business plan, comprehensive cost-benefit analysis of services, operations, and optimal pricing levels, and identifying new markets for future growth.
- Launched major marketing initiatives, including company logo, website, and marketing collateral redesign.
- Managed portfolio of clients, providing guidance on college preparatory strategies and implementation, resulting in admissions to Ivy League universities and other top-tier schools.

THE MONITOR GROUP (now Deloitte Consulting), Cambridge, MA

**Consultant** (Summer 2000, 2001-2002)

- Conducted market research and analyzed data to create new product positioning, determine market segmentation, and understand consumer behavior for Fortune 500 companies.
- Created marketing strategy for launch of next-generation medical device for Fortune 500 medical device company. Product launched in 2004, capturing 70% market share of \$4 billion market.
- Designed training initiative for Fortune 100 pharmaceutical company's marketing department.

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## EDUCATION

Master of Business Administration – Boston College, Chestnut Hill, MA, 2008

Master of Science in Finance – Boston College, Chestnut Hill, MA, 2008

Bachelor of Arts in Economics, *cum laude* – Harvard University, Cambridge, MA, 2001