



Corey Leung

Professional and Academic Portfolio

DOREMUS^{+CO}

Strategist

2021 - 2024

Office DEPOT® OfficeMax®

B2B Brand Launch

Case Study 01

Challenge

The pandemic reiterated to business owners that change is the only constant. Office Depot, whose B2B revenue had grown larger than B2C, needed to show business audiences that they can be a partner who will help navigate the constantly evolving business environment and dispel the myth that they only “sell paper”.

Objective

Build and launch a new brand that demonstrate how Office Depot has evolved to meet the needs of businesses.

Process and Deliverables

Concentrating 35 years of knowledge into the sole purpose of helping business adapt and thrive - we helped Office Depot build and launch a new brand, ODP Business Solutions, that positions them as a partner in the future of work. We worked closely with Office Depot to research ideal brand positioning leading to a clear brand identity, communications plan, sales enablement tools, actionable audience insights for the marketing team, and content across multiple formats. This strategic work formed the foundation of the brand launch and evergreen campaigns.

Scope of Services

Brand Identity, Brand Positioning, Sales Enablement, Vertical-based Content

Strategy

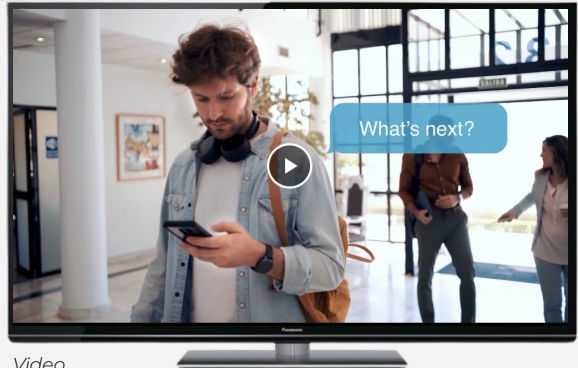
Market Assessment

Tailored Audience Insights

Go-To-Market Communications Architecture



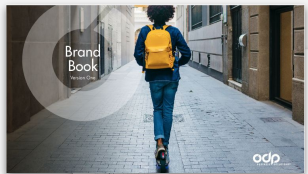
Creative



Video

Digital & Print

Sales Sheets



Brand Book

PPT Templates



Editorial Strategy and Implementation

Case Study 02

Challenge

For the first time, Meta was consolidating its disparate work products (Quest, Portal, Workrooms, Workplace) together into a single portfolio designed to position Meta as a major force in the future of work. Meta needed to build credibility with Enterprise audiences, getting business leaders and knowledge workers to make Meta their first choice for insights and perspectives on the future of work.

Process and Deliverables

We worked with Meta to find the topics and tone of the editorial work that felt authoritative and authentic. We then created a makeshift newsroom that found stories from 10+ countries worldwide, organized production, sourced artwork, and wrote content. Over the year, we delivered 5-8 content pieces monthly aligned to themes around the future of work and extended the conversation into social by promoting it via key channels.

Scope of Services

Creative Development | Content, Editorial & Social

Objective

With a focus on insights, intelligence, and storytelling, launch a website and blog, Meta Explores, which houses Meta's unique perspective with thought leadership content to drive newsletter subscriptions and repeat visitors.

Key Result

In year one, we doubled the stretch benchmark, achieved a LinkedIn engagement rate of 12%, and, according to independent research conducted by Meta, have moved the Enterprise conversation from category awareness to consideration despite negative media.

Strategy

We started by uncovering the most consistent, salient needs driving the future of work

And zeroed in on the macro trends Meta Work has the most applicability & authority to own as thought leaders

Topic Assessment

Take a closer look

What's your focus on now?

How do you measure success?

Take a closer look: Expression

TIME: 15 min
NEED: Visual inspiration
VISUAL INSPIRATION

Content Filter

Digital Design & Experiences

Conduct research on the ways to work, to learn & connect the way our users do.

Component	Art & Science	Systems & Technology	People & Talent
Research
Design
Development
Measurement

Meta EXPLORES

What's up with this?

Editorial Concepting

Creative

Editorial Website



Persona Development and Sales Enablement Tools

Case Study 03

Challenge

FIS, the world's largest processing and payments company, was spinning off their Worldpay business. With one of its marquee offerings no longer under the FIS brand, the FIS marketing and sales teams needed a robust understanding of how to further communicate value to their audience.

Process and Deliverables

We worked closely with the FIS team to understand their needs and then contracted AlphaSights to recruit 40 VP and C-level experts to interview for research. The data gathered during the interviews were combined with extensive market research to produce a set of sales enablement tools that provided deep understanding of the needs, behaviours, and motives of FIS' audience groups across eight different verticals.

Scope of Services

Sales Enablement

Objective

Provide a sharper understanding of C-Suite and Influencers across key verticals, including recommendations on key messages and how best to reach them, by creating personas and sales enablement tools.

Major Tech Industry Primer



"I think the key pain point is how you can continue to gain automation and scale without necessarily adding bodies and headcount."
- CFO, Major Tech

How to use this tool
The industry primer helps frame up the mindsets that will be discussed in the rest of the persona tool. It outlines the state of the industry and key themes from the research.

What you need to understand about major tech to sell to them.

- Many major tech companies have complex tech stacks due to years of growth via acquisition, so decision makers are worried about how new solutions will integrate with existing systems.
- Rising tech salaries and inflation have made growth more expensive so they look to fintech vendors to help them achieve targets without adding additional headcount and costs.
- Due to volatile business operational environment over the last three years, tech companies are putting more focus on due diligence and financial stability when selecting fintech partners.

How FIS needs to show up to sell to this audience.

- Tech companies are trying to automate as many processes as possible to free up their teams for more value added activities, so showcase how FIS can enable that in areas such as compliance, treasury, and payments.
- Tech companies want to be at the forefront of technology, so show a plan for how FIS will continue to evolve our solutions.
- We need to demonstrate that we can help integrate solutions within fast growing and fragmented companies that operates in different geographies and industries.

What they're reading:

- ForbesTech
- Information Age
- The Information
- Wired
- Wired Insider Tech
- Business Insider Tech
- Computer Weekly
- Forbes Tech
- Storage
- CNN Tech
- PC Mag
- ZDNet
- CIO
- Business Tech

Powered by
Doremus Media

Why they need FIS:

Major tech companies who are looking to grow need help scaling their technology and managing costs. Fintechs can play a crucial role in reducing complexity for this growth-minded industry.

Key Insights

Retail Solution Marketing Guide



Powered by
Doremus Insights

How to use this tool
The Solution Marketing Guide provides examples of how you can tell concrete stories around product-level advertising like demand generation. While not the be-all-end-all of problems customers may face, this tool serves as a guide for how to sell products as solutions.

Pain Point	What They Need	The FIS Solution	Benefit
Unlocking data	Solutions that integrates systems to make data more usable	Centralize data and automate processes with a simple, complete financial management system for accounting and reporting.	Functional: Better and more complete insights Emotional: Confidence in decision making
Disaster planning	Tools that provide better scenario planning and agility	Solutions that provide better forecasting and ability to respond to changing requirements to ensure readiness for potential disasters.	Functional: Better planning and faster response Emotional: Less fear of the unknown
Fraud and security	Modern risk management systems	Fully managed extended detection and response service to ensure safety from bad actors.	Functional: Safer operations and crime prevention Emotional: Peace of mind
Outdated payment systems and loyalty programs	Ability to provide customers more options and better experience	Modern payment and loyalty systems that promote customer spending by reducing friction and provide alternative options.	Functional: More sale completions Emotional: Sense of satisfaction
Bad onboarding and integration	Proven experts who know how to implement	A team of experts who can help determine the right solution and implementation consultants who are experienced in creating seamless processes.	Functional: Better implementation Emotional: Reduced frustration

Topic Guides

Securities and Investments Persona on a Page



Who they are

Overview
S&I firms are always looking for ways to gain an advantage while working within highly volatile market and regulatory environments. They'll look to fintech providers for innovative solutions to help them streamline processes and create better client experiences.

Their priorities

- Staying compliant
- Automating processes
- Optimizing client experience

What they care about

Problems they have

Compliance. Legacy systems can struggle with new requirements.

Decision-Making Data. Performance is greatly driven by the quality of the data.

Improving Client Experience. Clients are demanding more and more access and up to date information from firms.

Streamline processes. Pandemic-era job cuts mean they need to find new ways to cut manual labour.

Integration. Complex tech stacks across front, back, and mid office means integration is difficult.

Solutions they want

Tools that help them stay ahead of regulations and can be adjusted quickly to changing needs.

Solutions that provide extensive data coverage and deep insights to help them stay competitive.

Offerings that include faster communications and promote client self service.

Automation of internal processes can help alleviate many manual tasks.

Experts who understand how to integrate system properly and can provide support across the process.

How to reach them

Key things to communicate

- Ability to evolve with changing regulation
- Automation of key internal and external processes
- Quality of data provided
- Financial Stability of FIS
- Implementation Support

Points of interaction with your brand

Self-Driven:

- Website, they need to understand what you offer and will also look at websites for investor information to better understand financial situation
- Peer consultation is important but they will more likely reach out to internal peers than external to ensure they don't tip off the competition

FIS-Driven:

- Advertising that speaks to their challenges
- Content, like video, that showcase products and use cases
- Case studies showing success with similar clients
- Sales conversations, where sales people are paired with technical experts who understand the challenges
- Demos where they will expect to partners answer questions on the fly, rather than walk through a script

How to use this tool

The Persona on a Page gives a high level overview of the key mindset and concerns of a vertical. It should serve as the basis for any targeted awareness efforts.

Powered by
Doremus Insights

C.L.

Persona

Fintech Conversation Card



Powered by
Doremus Insights

The value of this tool
The Conversation Card gives FIS representatives a toolkit for navigating customer conversations.

This tool differs from a sales script by giving sales teams the flexibility to customize and build empathy with clients.

Step 1: Address Pain Points

- We know security and compliance are top of mind for businesses like yours
- In a highly competitive industry, and we recognize that speed to market is essential
- We know you have to have 100 percent trust in the partners you choose to build on your tech stack.

Step 2: Show we understand their needs

- We adhere to the highest standards of security and compliance in the industry
- We want to help reduce time to market without increasing your risk
- As the world's largest fintech we've earned the trust of some of the most innovative companies across industries

Step 3: Deposition the competition

- As one of the largest financial technology providers in the world, FIS is uniquely equipped to handle your needs at any scale
- We can bring greater resources to bear than smaller competitors who may have expertise in a niche market, but lack the scale of FIS
- FIS is the partner you cannot outgrow, with presence in over 146 countries and 42 billion in transactions processed yearly

Step 4: Highlight relevant FIS services

- FIS Managed IT accelerates your cloud journey and IT modernization goals.
- FIS Flexible APIs empower your developers with the tools they need to be nimble.
- FIS allow you to trial solutions before implementing to ensure integrity and performance.
- Direct channel to support with FIS' knowledgeable technicians
- FIS Code Connect helps developers build secure and scalable APIs.

Step 5: Deliver value statements

- A true partner who helps you develop the next big thing for your customers
- A stable, mature company that can deliver on your needs while providing security and peace of mind
- A partner who can scale with your needs

Step 6: Provide supporting materials

- Case studies for how FIS has developed new services with their partners
- ROI summaries
- Detailed information about specific products

Conversation Cards



Landing Page Development and Messy Middle Messaging

Case Study 04

Challenge

Autodesk launched an all-in-one platform, Autodesk Construction Cloud, that consolidated many of their top-performing products into one solution suite. They needed to communicate to their audience the value of this new platform and ensure there was nuance for each audience segment (contractors, subcontractors, owners, and architects).

Objective

Create a communications plan that included distinct messaging for each audience segment and a customer experience journey centered around a campaign landing page.

Process and Deliverables

Goodby, Silverstein, and Partners worked with Autodesk to create awareness-level messaging and they brought in our team to create mid-funnel messaging and design a landing page. We created mid-funnel messaging that drilled down to show what value Autodesk Construction Cloud provide to each audience type. This messaging was then sent to our creative team to create banner ads and other assets. We also designed the user journey so that audience members could identify which segment they belonged to on the landing page and be retargeted with specific messaging and ads across platforms.

Scope of Services

Comms Planning | UX Design

Autodesk Construction Cloud Creative Brief - Consideration Layer

04.27.2022

The Background: What are the key considerations?

As we expand our capabilities in construction, we need to **shift the perspective on Autodesk from being a design company with disparate solutions in construction to a partner who can deliver a true comprehensive end-to-end solution.**

The Task: What are we undertaking?

Goodby Silverstein and Partners have worked with Autodesk to create a top-of-the-funnel (connect) campaign. **The role of Doremus is to extend this campaign down to the convince level specifically for the Autodesk Construction Cloud offering.**

The Audience: Who are we talking to?

General Contractors & Subcontractors (Specialty Contractors for external audiences) based in the US.

The Challenge: Who are the enemies we need to overcome?
In construction, uncertainty is the only certainty.

The Message: What is the one key idea?

Be on the same page, at every stage. With Autodesk Construction Cloud.

The Messaging Strategy: How are we going to approach this?

Overarching Message for General Contractors: **Driving profitability by reducing rework and increasing accountability.**

- Risk mitigation:** General contractors work directly for the owner and face the brunt of any issues that arise. To keep the owner happy, they must reduce the number of variables that can cause issues.
 - How ACC can help:** Having an all-in-one platform means you can gain unprecedented insight across workstreams and leave no stone unturned when it comes to risk management.
- Margins:** The average margin for a project a contractor manages is 2-3%. This means they are very sensitive to fluctuating costs.
 - How ACC can help:** ACC offers a more flexible and transparent pricing model to ensure there are no surprises. ACC's cost management tool also helps track costs throughout the lifecycle of a project so that cost changes are visible and the impact is clear.
- On-time & Budget:** General contractors are responsible for ensuring the project is delivered on time, on scope, and on budget.
 - How ACC can help:** The schedule and cost tools within ACC allow general contractors to gain great visibility into the project progress and interject if there is budget, scope, or time creep. Integrations and workflows will also help create new processes that help save time.
- Reputation & project wins:** Winning more projects requires GCs to manage both bids and reputation.
 - How ACC can help:** With over \$1.2 billion invested into construction solutions, customers know they are using the best tools available. Through ACC's BuildingConnected service, we combine the largest real-time,

Landing Page

Landing Page Wireframe

Creative Brief



White Papers for FedEx Healthcare

Case Study 05

Challenge

FedEx is a well-known, well-established brand in the shipping and logistics industry. However, despite broad awareness, many customers are not aware of the extent of FedEx's experience in the healthcare industry.

Objective

Grow awareness in the healthcare segment, signalling to customers that FedEx is well-versed in industry challenges and has the resources to serve all kinds of healthcare and healthcare-adjacent shipping needs by developing a series of white papers.

Process and Deliverables

We worked with FedEx Healthcare to define key audience groups and found ideal topics that would resonate with each. After deciding to target biologic companies, small molecule pharmaceutical manufacturers, and clinical research organizations, we developed white papers establishing FedEx as a knowledgeable and trusted shipping and logistics partner specifically for those audiences. These white papers launched within partner newsletters and aimed to drive customers to FedEx's healthcare solutions landing page for deeper engagement.

Scope of Services

White Paper Ideation and Development

The Efficacy of Diversity
3 Trends Driving Inclusion in Clinical Trials

How Biopharma can Rebuild Trust

How AI is helping to build supply chain resilience in pharmaceuticals

Supply Chain Resilience

Several executive appointments, such as the SupplyChain+ Global Supply and Demand Collaboration Lead, are being made to drive the company's supply chain strategy. The company is also investing in digital supply chain capabilities, such as the SupplyChain+ Global Supply and Demand Collaboration Lead, to drive the company's supply chain strategy.

Conclusion

As the industry continues to evolve, pharmaceutical supply chain leaders must remain focused, leading, and innovative. Pharmaceutical executives looking to manage these trends successfully must embrace the SupplyChain+ Global Supply and Demand Collaboration Lead, to drive the company's supply chain strategy.

Appendix

Table 1: Supply Chain Resilience Metrics

Metric	Q1 2023	Q2 2023	Q3 2023	Q4 2023
Supply Chain Resilience Index	75	78	80	82
Supply Chain Resilience Score	85	88	90	92
Supply Chain Resilience Rating	90	92	94	96

Supply Chain Resilience

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White Paper Topics

White Papers



Digital Marketing Manager and Campaign Lead

2017 - 2018



The Early Bird Challenge

Case Study 06

Challenge

Registration applications dropped during the first four months of 2017. The company was also suffering from low liquidity and was at risk of defaulting on several financial commitments.

Campaign

Created an online coding challenge that awarded winners a \$500 discount to full-time programs at Lighthouse Labs upon admission. Discounts were only applied after a deposit was made to secure a spot in a program.

Channels

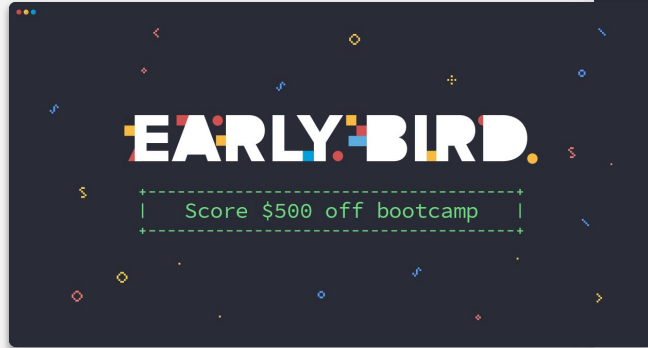
Search and display ads were deployed on Facebook Ads and Google Ads. Multiple media buys were organized in national and local media to extend the reach of campaign. Blog posts were written by myself and others on my team to further promote the campaign. Targeted campaign-specific emails were sent out alongside mentions within the bi-weekly company newsletter. Staff were trained to administer and promote the challenge.

Objective

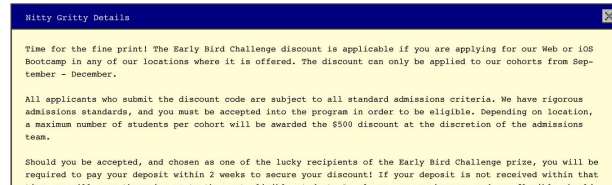
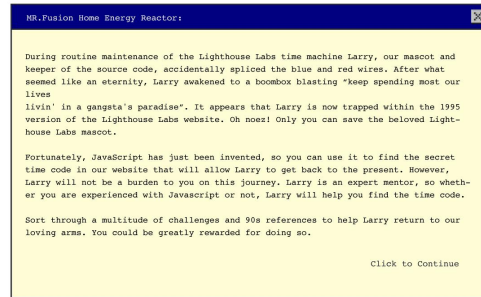
Drive sales that would provide an immediate cash injection to the company through a two-month marketing campaign.

Key Result

The campaign directly brought in over \$600K in revenue and provided a \$150k cash injection to help improve liquidity. Overall applications to the school also increased by 33% during the length of the campaign. It ended as the most successful campaign in company history.



Banner and Social Ads



Landing Page



21 Day Challenge

21 Day Challenge

Case Study 07

Challenge

As a company with a long sales funnel, Lighthouse Labs identified that they were losing many potential customers in the stages between their first contact with the brand and applying to a program.

Campaign

Created a 21-day coding challenge that encouraged participants to complete coding activities using the company's proprietary education platform. In the two months post-launch, we provided prizes to incentivize people to participate.

Channels

Website banners and content were created to promote the challenge. Facebook, LinkedIn, and Google display ads were created to drive engagement. Media buys were organized in tech-centric magazines and blogs. Campaign specific emails were sent to the mailing list.

Objective

To create a system that continuously engages potential customers after initial contact with Lighthouse Labs.

Key Result

Over 1,000 participants during the first two months with 6% converting within the same period. More than 80% of participants subscribed to the mailing list and over 10% of participants completed all 21 days of the challenge.

21 Day Coding Challenge

Welcome to the Lighthouse Labs 21-Day Coding Challenge! Over the next 21 days you will be responsible for managing the Lighthouse9000™ and making sure it runs as smoothly as possible. As the Lighthouse operator, you will need to solve daily coding challenges to power the lighthouse and keep passing ships (and their passengers) safe.

Click on the flashing radar below to start the first challenge. A new challenge is released everyday at midnight. Do all the challenges until the grid below is complete.

contact:hello@lighthouselabs.com | made with ❤️ by: Lighthouse Labs



Challenge #4:

Different lighthouse operators are given different size grids based on their skills. Every lighthouse operator likes to be able to boast about how big their grid is. Let's figure out how big yours is!

Write a function called `gridSize()` that will tell you the size of your grid in the format `'width x height'`. Your function should return a string, and in this example, your function should return the string `'10 x 10'`. But you have to make sure that your figure that string out by actually measuring your grid!

Press Enter to submit commands

```
> gridSize();
```

```
> |
```

** How would you `_split_` the text passed to the function? Then, how do you translate a letter into a number?

Hint

Solve



Customer Segmentation Tool

Case Study 08

Challenge

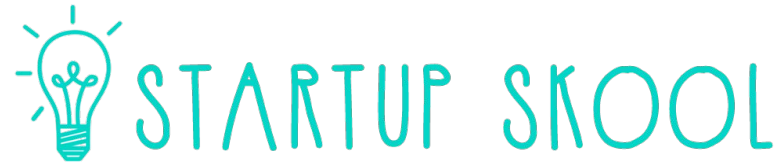
The admissions team, who manages the applications of students to Lighthouse Labs' programs, and the career services team, who helps students with the career search after graduation, stored their data on two separate CRM systems. Due to the disconnect between the two systems, many marketing insights were lost.

Key Result

Found a direct link between attributes like age, educational background, and work experience with success in finding a job after graduation. This information was used to guide our targeting and sponsorship initiatives.

Objective

To create a solution that merges data from the two CRM systems. The solution must provide a more complete view of the student lifecycle and provide insights between student demographics and career success.



E-Commerce Website and Marketing Strategy

Case Study 09

Challenge

Looking to build off a strong first year of operations, Startup Skool, an educational summer camp provider specialized in teaching entrepreneurship and STEM skills to youth in Vancouver, was looking to revamp their marketing and e-commerce efforts.

Campaign

Promoted Startup Skool programs to parents and local communities over a four-month period leading up to the beginning of summer.

Channels

Company emails were completely rebranded and redesigned by our team on Mailchimp. A new Wordpress website was created and a Shopify e-commerce platform was set up to handle payments and registrations. Display and search ads were created using Facebook Ads Manager and Google Ads.

Objective

Create an omnichannel marketing plan and new Startup Skool website to help drive online registrations.

Key Result

150% increase in revenue compared to the previous year.



Educating the entrepreneurs of tomorrow.

Summer Camps

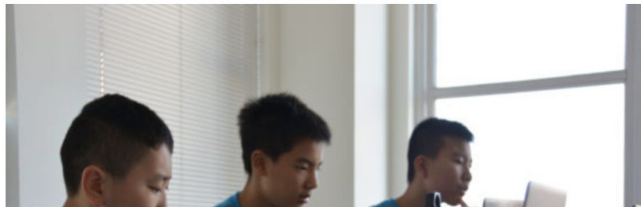
At Startup Skool, we're focused on teaching the next wave of young leaders how to think with an entrepreneurial mindset so that one day they can make real change by tackling our society's most difficult problems. Our hands-on programs focus on developing the core skills that are found in today's cutting edge leaders: **critical thinking, problem-solving, communication, creativity, confidence, and resilience**. Over one week, your child will learn the fundamentals of how to start a business, improve their digital literacy, and build strong problem-solving and critical thinking skills that will, ultimately, serve a foundation for success.

Throughout the week your child or teen will build a plan to turn an idea into a business or work on a real-world challenge. On the final day, they will present their concept to respected local entrepreneurs and industry experts. Don't miss this unique opportunity to teach your child to think differently!



Why These Camps?

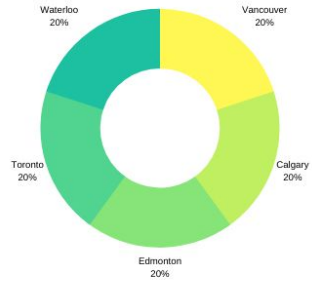
- **Complex problem solving, critical thinking, and creativity** will be the top three skills required in 2020 according to the World Economic Forum's study on the future of jobs.
- The user experience design job market **grew 70%** in 2015.
- In 2020, there will be over **1.4 million jobs** in computer science.





Sales Analyst

2014 - 2015



Sales Dashboard

Case Study 10

Challenge

The weekly performance reporting for the national sales team was a lengthy process that required multiple team members to input information into several disparate platforms. Furthermore, the reports were not fully dynamic, meaning the user lacked the ability to get specific information.

Key Result

Created a dashboard that displayed sales team performance in key areas, such as vertical, geography, and practice, in graphs. The dashboard allowed executives to drill down into specific members of the sales team and monitor each stage of the sales funnel. Furthermore, the reporting process was streamlined and only required a single person manage it.

Objective

To create a streamlined reporting process and national sales funnel dashboard that would allow company executives to assess team performance and forecast revenue projections.



Master Of Business Administration

2018 - 2019



MBA Project: The Luxury Response to the Ending of Ownership

Case Study 11

Objective

To conduct a 10-month research project on the growing secondary market in luxury. The project focused on how luxury brands will be affected by growing secondary market business models such as resale, one-time rental, and subscription rental.

Research Process

Interviewed the business leaders of luxury brands such as Christian Dior, Cartier, and Chanel, as well as executives of secondary platforms like Vestiaire Collective to gain insight into how brands and organizations are addressing the secondary market. Furthermore, I analyzed reports published by firms like Deloitte, McKinsey, and the Boston Consulting Group to provide statistics and supporting evidence to corroborate the first-hand research.

Key Result

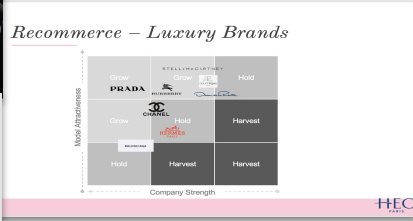
Wrote a 50-page research paper that analyzes the current state of the secondary luxury market and what options the luxury brands have moving forward. I also built a model to help guide luxury firms decide whether they should participate in the secondary market and, if yes, the best way of doing so.

The End of Ownership: The Rise of the Secondary Market and its Implications for Luxury Brands

HEC Paris MBA
Madeleine Chabot and Corey Leung

Key Stakeholders

Final Presentation



THE END OF OWNERSHIP: THE RISE OF THE SECONDARY MARKET AND IMPLICATIONS FOR LUXURY BRANDS

Madeleine Chabot and Corey Leung
HEC Paris MBA

Final Research Paper

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- 3. Description of the Project Page 9
 - a. Five Key Stakeholders
 - i. Secondary Market Platforms
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Section 1 of 6

HEC Paris MBA Luxury Secondary Market Survey

B I U L O D X

*Responses should be based on your own opinion and not on knowledge of existing developments within your brand.

**All responses will be kept anonymous and used strictly for internal purposes within the HEC Paris MBA research network.

Do you think your brand will participate in the secondary market for luxury? (Resale, Rental, Subscription Rental)?

Yes

No

After section 1 Continue to next section

Industry Research Survey



Retail Store Digital Innovation Project

Case Study 12

Challenge

Intermarché is the third biggest grocery chain in France but severely lacks presence in the metropolitan Paris region.

Key Result

We pitched our solution, named Bouge, to the CEO of Intermarché. Bouge is a retail system that allows for consumers to scan products through their phone in-store and have those items delivered to their homes. Our project proposal received the top grade.

Objective

To create an innovative digital solution to be used in small retail spaces in Paris that would give Intermarché a competitive advantage over their competitors.



Store Mock-up



Logo

Find Corey

Personal Website: <http://twinsheep.ca/>



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[@therecoveringbanana](#)