

**Victoria Choi Yue Woo, Ph.D.**  
<https://www.linkedin.com/in/victoriawoo>

**SUMMARY:** Serial entrepreneur with experience in venture creation, global management, business development and strategy consulting. Management and business development experience across 20 countries in tech, financial and social ventures as well as leading business schools such as INSEAD and Harvard Business School. Eudaimon Inc., my sixth start-up, leverages findings from my doctoral research regarding innovative ways to inspire human potential.

**RESEARCH:** Focus on helping an increasingly global, mobile and entrepreneurial workforce *thrive*, at the intersection of positive psychology, organization behavior and creativity.

## EXPERIENCE

### **Stanford University, School of Engineering**

**Palo Alto, California**

Adjunct Professor, Lecturer

2018-Present

Teaching Global Entrepreneurial Marketing (MS&E 271). MS&E 271 introduces core marketing concepts to bring a new product or service to market and build for its success. Geared for both entrepreneurs and intrapreneurs alike who have a passion for innovation. Course themes include: Identifying markets and opportunities, defining the offering and customer experience, creating demand, generating revenue, and measuring success. Learn about managing self, building culture and teams, strategically think about your contribution as entrepreneur or intrapreneur to an organization, community or society at large. Delivering Stanford executive courses on entrepreneurship in Asia. Guest lecturer for Unlocking Innovation in Prison (MS&E 277) and Technology Entrepreneurship (E145).

Guest Speaker, Mentor, Project Support

2012-2018

Mentor project teams and guide students with their Strategic Thinking Papers (STP), Personal Business Plans, Go-To-Market Projects and final presentations. Lectures on Strategic Thinking and Living workshop, Business Model Canvas, marketing tool kits and distributing products through direct and distribution partnerships

### **blackbox.vc**

**Palo Alto, California**

Mentor, Start-up Advisor, Panel Moderator

2017-Present

Global nonprofit committed to promoting equality of entrepreneurial opportunity through access to resources, mentorship and immersive programs. Mentor and advise global entrepreneurs. Focus on female entrepreneurs building social enterprises in developing markets including Mongolia, Nigeria, Kenya, Lebanon and S. Africa.

### **weTipp**

**Milan, Italy**

Consultant

2017-Present

Assist community based organizations to engage their members and aggregate their digital tools.

### **Eudaimon Inc.**

**San Francisco, California**

Founder, Chief Thriving Officer

2014-Present

A SaaS to help individuals positively navigate life and work transitions. An image-rich, evidence-based methodology that prompts individuals to engage in a reflective future-mapping process, modeled after the Appreciative Inquiry Framework. Beta testing with Stanford University's Distinguished Career Institute, Coca Cola University's Women in Leadership in Asia-Pacific and Cleveland Clinic's Leadership Academy. An enterprise version, Human Catalyst, is beta testing with several companies to help empower hourly employees to design their own success.

### **Harvard Business School Publishing**

**Singapore**

Regional Director Asia Pacific - Corporate Learning

2010-2012

Implemented all HBSP revenue-generating, executive education programs in Japan, Korea, Hong Kong, Southeast Asia, Australia and New Zealand. Developed and implemented Asia-Pacific marketing strategy. Elevated HBSP's brand and presence with Global Fortune 500 companies through quarterly Thought Leader Symposiums, bridging research with practice, subject matter experts, scholars and authors. Designed customized leadership development programs for C-level executives. Grew revenue by US\$2 million annually.

**INSEAD**

Director Partner Development - Company Specific Programs

Designed and delivered customized programs to address talent development needs for senior executives and managers. Grew revenue 20% with Global Fortune 500 companies in Japan, Korea, China, Hong Kong, Taiwan and India.

**Singapore**

2007-2010

**Citigroup**

Private Wealth Manager – Smith Barney

Managed investment portfolios for senior executives with concentrated stock positions to hedge against volatility due to lack of diversification. Advised clients regarding innovative financing and risk management strategies and structured and implemented plans to accommodate black-out periods.

**San Francisco, California**

2004-2006

**Arivick International**

Co-Founder, Managing Director

Advised start-ups regarding Asia Pacific operational and marketing strategy. Identified and assisted with presentations to funding resources. Clients included HP, M-Wise (Israel-based mobile integrator) and AFS (S. Africa-based RFID technology and data content provider). Successfully obtained funding from the Economic Development Board of Singapore and Chief Scientist Office of Israel.

**Singapore**

2002-2004

**CNET DataServices**

Assistant Vice President and General Manager - Asia Pacific

Launched Asia Pacific operations. Opened new markets for data services business doubling sales revenue. Identified and developed new regional distribution channels and partners.

**Singapore and Vevey, Switzerland**

2000-2002

**bSuccess.com (Acquired) 2bSure.com Pte Ltd**

Founder, VP Business Development

Founded and launched project management software firm (SaaS for SMEs), giving management a dashboard of vital metrics of their company. After being acquired by 2bSure.com, responsible for fundraising and corporate and business development. Established offices and managed staff in Japan, Korea, Taiwan, Hong Kong, China, Malaysia, Singapore Australia, New Zealand and the U.S. Raised US\$17million in Series A &amp; B funding rounds.

**Singapore**

1998-2000

**Mental Notes Inc.**

Co-founder, Managing Director

Launched WebCoach, ScriptCoach and JavaCoach software development products for Lotus Notes. JavaSpeak won the Notes and Domino Advisors Editor's Choice Gold Award for Best Development Tool in 1998. Sold both Mental Notes and Integrations Creations Inc to found bSuccess.com.

**New York, New York**

1996-1998

**Integration Creations Inc.**

Founder, Managing Partner

Established boutique consulting firm focused on providing and consulting on Lotus Notes and workflow design projects. Implemented Lotus Notes and Domino networks for leading financial and legal firms.

**New York, New York**

1993-1998

**JP Morgan**

Management Trainee – Technology

Migrated email and other shared services technologies on trading floors and back office to Lotus Notes.

**New York, New York**

1992-1993

**Apple Computer**

Customer Service Specialist

Used historic sales data to optimize product mix for portables, PowerBooks and Newtons. Liaison between finance and inventory control. Worked with Value Added Resellers to develop Apple-based solutions, such as AVID, DentalMac.

**Austin, Texas**

1991-1992

## EDUCATION

|   |      |
|---|------|
| Case Western Reserve Weatherford School of Management, Ph.D.<br>(Designing Sustainable Systems) | 2015 |
| New York University, Graduate Studies in Economics  | 1995 |
| University of Texas at Austin, Bachelors Economics  | 1991 |

## FELLOWSHIPS AND SCHOLARSHIPS

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|---|-------------|
| Post Doctoral Fellow - Engaged Practitioner Scholar– Weatherhead School of Management | 2017 - 2020 |
| Mandel Center Nonprofit Research Fellow   | 2011 - 2015 |
| Design Management Research Fellow   | 2014        |
| Mitchell V Morse Scholarship  | 2013        |

## PROFESSIONAL DEVELOPMENT

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| Art and Craft of Participant-Centric Learning (Case Method), Harvard Business School | 2011 |
| Leadership Development Programs for Managers, INSEAD                                 | 2007 |
| NASD Broker Licenses, Smith Barney Wealth Management Academy - CitiBank              | 2004 |

## PUBLICATIONS

Woo, V. (2018). ***With or Without You, How Family Support Can Make or Break A Business, or worse, an Entrepreneur.*** Paper presented at AOM Start-Up to Scale-Up Conference, Tel-Aviv, Israel.

Woo, V. (2017). ***Thrive Transitional Experiences- Self-knowledge Improvisation and Transformation Quotient in a highly dynamic world.*** Chapter 4; Human Capital and Assets in the Networked World; ISBN: 978-1-78714-828-4

Woo, V. (2016). ***Relation of Self-Knowledge and Improvisation to Thriving Transitional Experiences.*** Paper presented at the 18th IAMB Conference, Regent University, London, United Kingdom.

Woo, V. (2015). ***Thriving In Transition: Cognitive, Social and Behavioral Resources For Times Of Change*** (Doctoral Dissertation).

Woo, V. (2014) ***User Benefit and Adoption of Web-based Counseling Tool: Designing An Artifact using Action Research Design Methods*** Special Sessions Presentation at Academy of Marketing Sciences Conference, Indianapolis, Indiana

Woo, V., Boland, R. J., Fry, R., & Lyytinen, K. (2014). ***Thriving in Transition Through The Lens Of Transformation Quotient: Navigational Competence Of Mobile Executives In Changing Times.*** Paper presented at the 18th IAMB Conference, Roma Tre University, Rome, Italy.

Woo, V., & Boland, R. J. (2013). ***Significant Life Changes and Changing Lives: Discovering Lived Lives of International Mobile Professionals.*** Paper presented at the Third Annual International Conference on Engaged Management Scholarship, Atlanta, Georgia.

## OTHER

Founder, Marin Chapter of Awesome Foundation

Ally to non-profit organization focusing on funding at the intersection of art and climate crisis, Invoking the Pause  
Fluent in Cantonese

Artwork shown at:

O'Hanlon Art Center, Mill Valley, California

Sixteen Gallery, Boston, Massachusetts