



# Kenny Liao

1st

BizDev, Event Ops & New Market Launch at Chariot


San Francisco, California | Internet

Current Chariot  
Previous Chariot, Uber, Shift Technologies, Inc.  
Education UCLA Anderson School of Management

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500+  
connections

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 Contact Info

## Background



### Summary

Tech industry manager with over 8 years of start-up and corporate experience, including general management of early-stage teams, operations, product management, user & inventory acquisition, business development, and strategy.

Recent experience as the General Manager of Chariot, a pre-Series A commuter shuttle network based in SF that is faster, more reliable and more comfortable than mass transit, and much more affordable than ridesharing or taxi. Prior to Chariot, was the first Territory Lead at Uber, overseeing general operations and leading supply & demand growth efforts in the South Bay & Peninsula as a member of the San Francisco City Operations team.

In addition, previously served in various other roles, including Associate GM at Shift, Product Manager at Zynga, Corporate Strategy Analyst at Yahoo!, and Associate with the Boston Consulting Group.

Specialties: Operations, general management, territory management, business development & partnerships, team management, supply & demand acquisition, new market launch, marketing & communications, product management, business plan development, competitive analysis, industry forecasting, market research, data analysis, short & long-term business strategy, presentation design, project & team management, A/B testing, spec writing, feature implementation & analysis



## Experience

### **Business Development, Operations & Launch**

Chariot



June 2016 – Present (4 months) | San Francisco Bay Area

Leading launch efforts for Chariot's first expansion market. Overseeing (and writing the playbook for) new market launches by setting up the local infrastructure, sourcing supply, working with local companies to develop employee shuttle routes, and coordinating with city officials. Furthermore, leading business development partnerships efforts with companies, event organizers and professional sports teams that have event-based transportation needs, while also overseeing the development of a new product that utilizes pop-up routes for festivals and other live events.

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**ABOUT:** Chariot is commuter shuttle network based in SF that is faster, more reliable and more comfortable than mass transit, and much more affordable than ridesharing or taxi. Using Chariot's Roll my Route feature, commuters can design and crowdsource their own routes; upon reaching a certain support level, Chariot commits to launching the route.

Chariot is also the go-to shuttle service for sports and other live events! We have served as the official transportation partner for the SF International Film Festival, SF Symphony, Texas-Cal Football Game, and Mr. Marina Contest, and we've also provided pop-up shuttle service to/from events such as Outside Lands, BottleRock Napa Valley & San Francisco Giants games.

[www.chariot.com](http://www.chariot.com)

@ridechariot

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Seed Round lead investor: SoftTech VC. Acquired by Ford (NYSE: F) in September 2016.



Chariot Introduction Video

## General Manager

Chariot

January 2016 – June 2016 (6 months) | San Francisco Bay Area

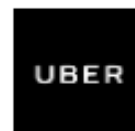


Served as Chariot's first General Manager, overseeing the overall health and growth of the commuter operations business. Main areas of responsibility included an analytics-driven approach to growth, streamlining operations processes, leading the company's marketing & user acquisition efforts, scaling up and running the brand ambassador & customer support teams, drafting rider-facing communications, designing marketing assets, overseeing partnerships & sponsorships, leading new route launch efforts, working with engineering to shape the core product, and ensuring a positive user experience.

## Territory Lead, South Bay & Peninsula Operations & Logistics

Uber

February 2015 – December 2015 (11 months) | San Francisco Bay Area



Joined as Uber's first Territory Lead. Responsible for leading a team in growing business in the South Bay & Peninsula region of the broader SF Bay Area, including increasing the rider and driver base, forming business development partnerships, launching promotions, and navigating regulatory and policy issues/processes. Led successful negotiation efforts to begin operations at Monterey Regional Airport & San Jose International Airport while working closely with Uber's Legal, Policy & Comms teams. Served as the West Coast Airport Strike Team Lead, as well as the West Coast Fuel Card Program Lead.

## Associate General Manager

Shift Technologies, Inc.

September 2014 – February 2015 (6 months) | San Francisco Bay Area



Promoted from Chief of Staff to Associate GM after less than 3 months. Built out and managed the inventory acquisitions team while assisting the GM in managing day-to-day operations. Grew inventory acquisitions, lowered acquisition costs, and reduced process time.

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ABOUT: Shift is the easiest way for people to buy and sell used cars in the peer-to-peer market. Car Enthusiasts act as a personal, full-service concierge helping throughout each and every step of the selling or buying process. For sellers, Shift helps sell their car for the best price possible without any of the hassle.  
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Series A lead investors: DFJ & Highland Capital Partners (Nov 2014).



## Chief of Staff

Shift Technologies, Inc.

July 2014 – September 2014 (3 months) | San Francisco Bay Area

Did anything and everything to make the company run smoothly and drive towards success, including business operations, hiring, human resources, legal, marketing & PR, and investor relations.



## Product Manager

Zynga

August 2013 – January 2014 (6 months) | San Francisco Bay Area



Product Manager on the Central Product Management team. Became proficient in various PM skills, including spec-writing, A/B testing of features, analysis on in-game metrics, experiment read-outs, user research, funnel analysis & upside calculations. Worked on the CastleVille Legends mobile game during their ramp-up, launch, and immediate post-launch periods.

## Co-Founder

Pig\_E (f.k.a. Gifted)

January 2013 – January 2014 (1 year 1 month) | Greater Los Angeles Area

Led product development and business plan creation for a retail-based loyalty program that aimed to reduce coinage change while rewarding customers for their loyalty to businesses. It didn't work.

## Athletic Director & Founding Board Member

Play Recess

February 2010 – July 2013 (3 years 6 months) | San Francisco Bay Area

Collaborated with the Founder to create a multi-sport and social league for young professionals in the SF Bay Area. Oversaw game-day operations and logistics.

## Intern

The Black Tux

January 2013 – April 2013 (4 months) | Santa Monica, CA



Performed miscellaneous analysis and tasks while working directly with the company's co-founders. Led an evaluation of the user experience on TheBlackTux.com by analyzing user flow and benchmarking the site's design.

## Global Financing & Distribution Intern

William Morris Endeavor

April 2012 – October 2012 (7 months) | Beverly Hills, CA



Managed a project developing a new business for one of the firm's clients. Crafted a business plan and produced brand partnership / investor pitch decks while coordinating with internal teams.

## **Warner Home Entertainment Group Global Business Development - Digital Distribution Intern**

Warner Bros. Entertainment Group of Companies

June 2012 – August 2012 (3 months) | Burbank, CA



Developed models projecting P&L for WB's original digital content productions and OutMyWindow (OMW) photo-sharing service; played an active role in OMW's product development & user acquisition, leading to ~30,000 downloads in its first month. Performed industry research and analysis to create a partnership strategy with Apple for WB's various digital product touch points.

## **Corporate Strategy Analyst**

Yahoo!

October 2007 – September 2011 (4 years) | Sunnyvale, CA



Spent 3.5 years as a member of the Corporate Strategy team and 6 months as interim Chief Analyst on the Media Products & Solutions team, reporting to the Products Chief-of-Staff. Worked on a wide range of projects, including a product differentiation and globalization project for Yahoo! Entertainment properties, a global product strategy project, a product portfolio analysis that directly informed major product investment/sunset decisions, a strategy and roadmap launch for Yahoo! Pulse, and annual board update / annual planning presentations.

## **Associate**

The Boston Consulting Group

November 2005 – August 2007 (1 year 10 months) | Dallas, TX



Oversaw the creation of a virtual office & led trainings for BCG's Tech & Communications Practice Area and Megatrends Interest Group in SecondLife, serving as the only Associate-level employee at the World-Wide TCPA Meeting. Worked on a variety of projects, including a non-profit strategic plan for Amistad Mission, an educational strategy project for New Orleans public schools, a cost reduction and simplification strategy project for a leading global legacy airline, a cost savings and divestiture strategy project for a large food processing company, and a fund investment strategy for a private equity firm.

## **Business Management Intern**

General Mills

June 2004 – August 2004 (3 months) | Scottsdale, AZ



Summer internship at General Mills' Western Business Center in Scottsdale, AZ.



## Education

### **UCLA Anderson School of Management**

MBA, Entrepreneurship, Entertainment Management

2011 – 2013



TED Case Challenge: 1st Place (5/12). Marshall Int'l Case Comp: 1st Place - HP Prompt, 2nd Place - Overall (2/11). Dean's Outstanding Student Award Finalist: 1 of 4 finalists nominated (5/13). Anderson Admissions Corps "Above-and-Beyond Service" Award (5/13).

Activities and Societies: [Challenge 4 Charity](#), [Anderson Student Association](#), [Entertainment & Media Association](#), [Sports Business Association](#), [High Tech Business Association](#), [Asian Management Student Association](#), [Entrepreneurs Association](#), [Admissions Ambassador Corps](#)

▶ 12 courses, including:

### **The University of Texas at Austin**

BBA, Finance, Marketing

2001 – 2005



McCombs Case Competition: 1st Place (9/04). BizIT Case Competition: 2nd Place (2/05). Texas Showdown Case Competition: 1st Place (3/05). Nat'l LeaderShape Institute: 1 of 3 selected to represent school (8/03). Emory Undergraduate Business Student Leadership Conference: 1 of 6 selected to represent school (2/04). McCombs Student Empowerment Conference: selected as the Team Texas team leader (11/03). Monster.com Diversity Leadership Program: selected to attend (8/05).

Activities and Societies: [Undergraduate Business Council](#), [Phi Beta Lambda](#), [Mortar Board Senior Honor Society](#), [Texas Cowboys](#), [Sports Entertainment Media Association](#), [Asian Business Students Association](#), [Undergraduate Business Career Association](#), [University Finance Association](#), [McCombs Diversity Council](#), [Business Mentors Association](#), [Intramural Sports Official](#), [Texas Exes Student Chapter](#)



## Courses

### UCLA Anderson School of Management

- Feature Film Marketing (FTV291B)
  - Overview of Network TV Management (FTV292A)
  - International Film Financing & Distribution (FTV294C)
  - Entertainment Business Models (MGMT298D-16)
  - Business Plan Development (MGMT295D)
  - Digital Business (MGMT 298D-09)
  - Content Creation in the Digital Age (MGMT 298D-10)
  - Managing Finance & Financing the Emerging Enterprise (MGMT 231E)
  - Business of Sports Management (MGMT 298D-17)
  - Managerial Computing (MGMT 413A)
  - Applied Management Research Project: Business Creation Option (MGMT 444C)
  - Social Entrepreneurship (MGMT 298D-21)
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## Organizations

### Texas Exes

San Francisco Bay Area Chapter President, Chapter Advisory Board Member, Council Member  
Starting May 2005

Served as a Chapter Advisory Board Member (7/09-9/15), overseeing the activities and assisting with the development of 10 alumni chapters, taking an active roll in planning leadership conferences. Served as SF Bay Area Chapter President (5/08-7/11) and oversaw the revitalization of the chapter for its 9,600+ members. Created a coalition with other Big XII alumni groups and served as Group... **more**



## **McCombs BBA/MPA Alumni Advisory Board**

Governance Chair, Chapter Liaison Chair, Governance Committee Member

Starting October 2009

Selected to join the advisory board in 2009 via a nomination and application process. Currently chairing the Governance Committee (8/12-present), creating structure for the board's operations and overseeing the new member selection process. Spearheaded the creation of the Chapter Liaison Committee to oversee the development of the various alumni chapters and served as the committee's first Chair (... [more](#))

## **McCombs Alumni Network**

San Francisco Bay Area Chapter Membership Chair

Starting April 2008

Oversaw communication and social networking presence for the chapter. Developed the chapter website and its various functions. Collaborated with the other board members in organizing chapter networking events.

## **Additional Organizations**

[Texas Cowboys Alumni Association](#), [Alumni of Business Council](#), [American Mensa](#)

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## Volunteer Experience & Causes

### **Chapter Co-President**

MBA Challenge 4 Charity

October 2011 – April 2013 (1 year 7 months) | Education

- Served as Co-President of the UCLA Anderson chapter (4/12-4/13) and Sports Director (10/11-4/12)
- Led a complete overhaul of the UCLA Anderson chapter's program and structure, including re-structuring the leadership team, revamping the membership program, and streamlining events
- Helped coordinate activities for 720+ students at UCLA Anderson
- Personally volunteered and fundraised to help... **more**

### **Grants Co-Chair, Advisory Board Member**

Yahoo! Employee Foundation

October 2007 – September 2011 (4 years) | Education

- Served as Co-Chair of the Grants Committee (1/09-9/11)
- Oversaw 2 rounds of grants annually, from the initial application and interview phase to the granting of \$2M+ annually in funding to non-profit groups
- Coordinated the 60+ member Grants Committee for application review and interviewing sessions
- Served on the Advisory Board (1/09-9/11), collaborating with the other board members to... **more**

### **Week of Service Event Leader**

Zynga.org

October 2013 | Children



- Helped plan and coordinate a volunteer event for Zynga's Week of Service, handling event logistics and volunteer coordination
- Led a group of 20+ volunteers at Balboa High School as we worked with a group of students to teach them about the game design process



## Languages

### **English**

Native or bilingual proficiency

### **Mandarin-Chinese**

Limited working proficiency



## Honors & Awards

### **Additional Honors & Awards**

- Dean's Outstanding Student Award Finalist: 1 of 4 finalists nominated by classmates (5/13)
- Anderson Admissions Corps "Above-and-Beyond Service" Award (5/13)
- Leading Longhorn: 1 of 20 chosen by "Orange" magazine (3/05)
- George H. Mitchell Leadership Award: 1 of 3 McCombs School of Business juniors chosen (4/04)
- Phi Beta Lambda Texas Spur Leadership Award (3/03)
- Cactus Goodfellow Award (3/05)
- Undergraduate Business Council "Most Dedicated Member" (5/04)