

# GEORGE TU

## EXECUTIVE | PRODUCT MANAGEMENT & OPERATIONS

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Accomplished technology professional with **20** years history of establishing operational optimization locally and national operations across various industries for *Fortune 500*, governmental, and start-up companies. Proven track record in setting and delivering ambitious needle-moving goals while motivating diverse teams towards impactful objectives. Adept in balancing multiple priorities, understanding products at technical level, and executing strategic plans. Entrepreneurial leader with passion for innovating and executing across rapidly growing fast-paced environments.

### CORE COMPETENCIES

- Quality Assurance & Investor Relations
- Project Management & Operations
- Business & Product Development
- Sales Management & Marketing
- Partnership Agreement Negotiation & Contracts
- Cross-Functional Teams & Leadership
- Account Management & Distribution
- Issue Resolution & Decision-Making

### PROFESSIONAL EXPERIENCE

#### FOUNDER | MANAGING MEMBER

01/2016 - Present

##### Zuzu, LLC.

Las Vegas, NV

- Acquired commercially viability of product by building innovative viral promotion platform that allowed conversion of customers into brand ambassadors via awards program. Additionally, utilized astute stewardship of R&D efforts.
- Established comprehensive **5-year** business plan to effectively manage market fluctuations, while pivoting product and business model within **100%** of budgetary constraints. Defined strategy across core all business functions.
- Guided products from conception to launch by connecting technical and business worlds, as well as breaking down complex problems into steps to drive product development. Delivered innovative, world-changing products to market.
- Drove maximum impact based on data analysis, market research, and usability studies to align roadmap, team goals and success metrics with corporate vision. Communicated priorities and decisions across wide spectrum of audiences.
- Awarded recognition for “*Most Innovative Product*” coming from startup at 2018 Ed Expo trade show.

#### CO-FOUNDER | PROJECT MANAGER

11/2014 - 01/2016

##### The Revolution Labs

Las Vegas, NV

- Generated **\$10M** in annual revenue for multiple business entities by pursuing and securing profitable business opportunities that generated bottom-line profit. Liasonned between clients and company to manage project lifecycle.
- Optimized technical projects while assessing new IT strategies and procedures to meet customer deadlines and cost targets. Additionally, directed department in marketing, training, accounting, and administrative activities.
- Headed project management to plan and implement **\$2M** worth of IT projects. Designed, developed, and built on-demand mobile app solutions for local small to mid-size businesses.

#### DIRECTOR | OPERATIONS & BUSINESS DEVELOPMENT

11/2013 - 11/2014

##### Fort Mojave Development Corp.

Needles, CA

- Maximized **\$30M** annual operations of multiple business entities by orchestrating and executing economic development strategies. Helped to drive and manage range of partnerships across multiple regions.

- Achieved status as only member in *Southwest of Tribal C-Store Summit Group* (conglomeration of tribal-owned smokes shop/C-stores). Increased net income of golf courses and smoke shops by **15%** year over year.
- Improved employee engagement and performance by cultivating **300-person** organization, including management personnel. Established training and development opportunities for internal teams to foster collaborative environment.
- Increased net income of golf courses and smoke shops by **15%** YOY through generating new business and marketing plans, as well as acquiring tribal council approval. Created robust membership plans to increase membership.

## DISTRICT MANAGER

**03/2011 - 10/2013**

Acosta

Las Vegas, NV

- Supported consumer packaged goods companies move products off shelves by driving increased sales and market shares manufacturers and retailers globally. Assisted client companies in generating new revenue streams.
- Built **50-person** team of field specialists by accelerating interviewing hiring, training, and scheduling. Achieved successful execution of store visits with all team members while serving as main point of contact for assigned district.
- Fostered strong relationships with **100+** field specialists and store management through professional communication.

## DISTRICT SALES MANAGER

**03/2010 - 01/2011**

Advantage Solutions

Irvine, CA

- Exceeded targeted annual sales plans by **300%** through promoting products at peak hours while partner stores were open. Additionally, ensured teams were well-trained to demonstrate products with expertise and knowledge.
- Increased sales by **25%** month over month through motivating **60-person** sales representative team, as well as partnering with retail management and assigned district employees.
- Forged strong ongoing relationships with channel partners (*Walmart, Target, Best Buy*, etc.) to reach **100%** of revenue goals to produce up to **\$300M** annually.

## ADDITIONAL EXPERIENCE

**REGIONAL MANAGER**, *DCI Management Group*, 08/2007 - 12/2009

**DISTRICT MANAGER**, *Sprint*, 04/2004 - 06/2007

**REGIONAL RETAIL MANAGER**, *T-Mobile*, 03/2002 - 03/2004

## EDUCATION

**BACHELOR OF ARTS**, *Political Science & Government*  
**George Washington University**

Washington, D.C.

## TECHNICAL PROFICIENCIES

**Computer:** Microsoft Office | Google Suite | Quickbooks | Slack | Skype | Trello | Asana

**Software:** HubSpot | Github | AWS | NoSQL Data Stores | MongoDB | Neo4J | Microsoft Azure | UX Design  
 Search Engine Optimization | Agile | CRM/Salesforce | Mailchimp | Distributed Ledger Technologies  
 Artificial Intelligence | Machine Learning | Blockchain