

# Chengzhi Qu

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## EDUCATION

Nanyang Technological University of Singapore  
Master of Science in Management Science and Engineering-Major in Project Management

Guangzhou, China  
Sep 2025 - Jun 2026

Shanghai University of Political Science and Law  
Bachelor of Economics - Major in Economics and Finance  
GPA: 87.74/100

Shanghai, China  
Sep 2021 - Jun 2025

## COMPETITION EXPERIENCES

### China International Student Innovation Competition

Team Leader/ Marketing & Channel Sales Director

Aug 2022 - Dec 2024

- **Project Execution:** Established the imaging radar chip “Xiang You Xin Sheng” group to lead the development and marketing of millimeter wave radar imaging solutions designed for smart sensing applications.
- **Brand & Market Strategy:** Developed and implemented a go-to-market strategy for millimeter-wave imaging, increasing brand recognition by 25% and generating 60+ monthly qualified B2B leads through industry expos and targeted media outreach.
- **Industry Analysis & Data-Driven Insights:** Led quarterly radar chip market analyses to inform product iterations and align technical development with commercial strategy.
- **Channel Expansion & Sales Growth:** Established a nationwide distributor network covering 85% of 40 target cities in one year, driving 20%+ quarterly sales growth through standardized channel systems and incentive strategies.
- **Achievements:** Awarded the National Silver Prize of China International Student Innovation Competition, the National Natural Science Foundation of China undergraduate project, and won the first prize of National and Shanghai Science and Technology Progress.

## RESEARCH EXPERIENCES

### Policy Uncertainty and Investment Behavior in China's Real Estate Sector

First Author

Aug 2023 - Jul 2024

- **Analytical Framework:** Investigated the long-term capital demand mechanism through which policy uncertainty affects sustainable investment decisions in listed real estate firms.
- **Empirical Approach:** Built panel regression models using A-share data and a text-mined China Real Estate Policy Uncertainty Index, linking capital allocation to investment behavior.
- **Heterogeneity Analysis:** Explored variations across economic cycles, ownership types, and financing constraints, finding that non-SOEs and financially constrained firms are more vulnerable.
- **Publication:** First-author article published in *China Market* (July 2024), offering empirical guidance for policymakers and strategic insights for developers in uncertain regulatory environments.

### Exploring Key Factors Shaping China's Public Legal Service System — A Grounded Theory-Based Case Study

First Author

Aug 2022 - Jan 2023

- **Rule of Law Strategy:** Investigated the role of public legal services in advancing China's 14th Five-Year Plan legal reform agenda, emphasizing its function in promoting accessible, equitable legal governance.
- **Grounded Theory:** Employed grounded theory with three-level coding and reliability analysis, and analyzed policy documents, academic literature, and interview data to construct a qualitative model.
- **Four Core Dimensions:** Identified four key factors—top-level design, platform coordination, technological enablement, and social adjustment—and revealed their interdependent causal chain driving system evolution.
- **Interdisciplinary Integration:** Developed a dynamic transmission framework to illustrate cross-factor interaction, and introduced a novel visual model integrating legal theory with management science.
- **Publication:** First-author article published in *China Management Magazine* (Aug 2023), Accepted for Publication.

## ENTREPRENEURIAL EXPERIENCES

### Shanghai Junsheng Jingqi Technology Co., Ltd.

Executive Director & Legal Representative

Jan 2025 - Present

- **Product Development:** Led the industrialization of “Yaori Technology” core solutions; developed a multi-dimensional sensor hardware suite and cloud-based alerting platform, completing three generations of prototype iterations.
- **Field Deployment:** Built testing partnerships with 8 fire engineering firms and large facilities; deployed 200+ smart sensors across commercial complexes and industrial parks, collecting 13,000+ abnormal event records to enhance algorithm robustness.

- **Business Strategy:** Designed a hybrid model of “technology subscription + hardware leasing”; built cost models and service infrastructure, preparing for scalable deployment and broader market adoption.
- **IP Portfolio:** Structured four technical documentation systems; filed 7 utility model patents (5 granted) and 5 software copyrights, building a knowledge asset pool valued at over RMB 5 million to support long-term commercialization.

### Hangzhou Xinzhisuo Xiang Technology Co., Ltd.

Co-founder & Marketing Director

Jun 2024 - Present

- **Market Research:** Led the first-phase feasibility study for 4D biomimetic radar chips; conducted in-depth interviews with 15 autonomous driving stakeholders, built a 200+ parameter scenario demand database, and delivered 3 strategic reports to define “high-dynamic sensing” as the core product proposition.
- **Scenario-Technology Mapping:** Developed a performance-to-scenario mapping model and led modulation design for urban traffic use cases; completed three iterations of prototype development, improving multi-object resolution and anti-interference capabilities by 60%.
- **Early Validation:** Collaborated with 5 self-driving solution providers to conduct joint tests in logistics parks and tunnels, deploying 30 validation nodes, collecting 1,300 hours of real-time data, and reducing testing costs by 45%.
- **Fundraising Strategy:** Designed a roadmap for “technology milestones unlocked”, developed a business plan and investor pitch, established contacts with 10 institutional investors, and developed a RMB 50 million financing plan.

### Shanghai Junsheng Jingqi Consulting Co., Ltd.

Founder & Executive Director

Jun 2023 - Present

- **Tech Incubation:** Facilitated early-stage commercialization for “Xiang You Xin Sheng” (mmWave radar) and “Yaori Technology” (smart fire safety); filed 11 utility patents and 7 software copyrights, with 10 granted, establishing a robust IP framework.
- **Structure Design:** Established a wholly owned R&D subsidiary to support “Yaori Technology,” enabling risk-separated dual-track operation for technical and commercial functions.
- **Algorithm Engineering:** Partnered with 3 university labs to modularize sensing algorithm deployment, improving prototype conversion efficiency by 30% and supporting successful due diligence for angel investment.
- **Talent Pipeline:** Designed 4 embedded-system training courses and co-built dual-instructor training bases with 2 vocational colleges; 10+ developers placed in affiliated startups, with 17% of student projects applied in real use.

## INTERNSHIP EXPERIENCES

### Shanghai Securities News

Investor Education Intern

Jun 2023 - Sep 2023

- **Event Coordination:** Co-organized the 2023 SSE Cup National ETF Challenge, responsible for end-to-end planning for five sectors, mobilized nearly 1,000 participants from 11 renowned universities.
- **Sponsorship Acquisition:** Led business outreach and secured a RMB 300,000 sponsorship deal with Huaifu Securities, which became the event’s official gold sponsor, demonstrating strong negotiation and stakeholder engagement skills.
- **Campaign Execution:** Designed and implemented a targeted campus promotion strategy through university alliances and digital media channels, achieving an average monthly reach of over 100,000 and significantly enhancing brand visibility.
- **Cross-Functional Collaboration:** Coordinated with legal, content, and client teams to streamline workflows and manage timelines, ensuring regulatory compliance and operational efficiency throughout the event cycle.

### Lixin Certified Public Accountants LLP (Shenzhen Branch)

IPO Audit Intern

Jan 2023 - Feb 2023

- **Audit Documentation:** Prepared IPO audit working papers for Heda Zhongyuantong, cross-checked thousands of records, and used Python web crawlers to automate confirmation tracking for better traceability and control.
- **Due Diligence & Sampling:** Conducted client and supplier interviews and compiled formal transcripts; completed post-period sampling checks and re-indexing of vouchers from subsidiaries, recognized by supervisors for accuracy and attention to detail.
- **Fixed Asset Verification:** Conducted on-site inventory of 300+ fixed assets, confirmed valuation and depreciation assumptions, and supported CPAs in securing sufficient audit evidence for IPO disclosures.
- **Interdepartmental Coordination:** Collaborated across finance, risk control, and legal teams to ensure timely submission and alignment of IPO audit documentation, demonstrating strong task management under pressure.

### Da Hua Certified Public Accountants LLP (Shenzhen Branch)

IPO Audit Intern

Oct 2022 - Nov 2022

- **Cash Reconciliation & Documentation:** Supported the IPO audit of Direction Electronics by verifying thousands of financial records across procurement and payment cycles, ensuring data accuracy, and independently preparing audit working papers.
- **Bank Confirmation & External Coordination:** Liaised with clients to obtain bank confirmation documents, prepared and tracked over 20 confirmation letters, and reconciled account details to verify completeness of bank accounts.
- **Internal Control Testing:** Assisted with internal control audits, conducted interviews and sample testing, and proposed two process improvements; completed all post-period voucher reviews independently while managing 11+ hour daily workloads.

### Jiuqian Changyuan Consulting (Shanghai) Ltd.

Research Analyst Intern

Sep 2022 - Mar 2023

- **Deliverable Standardization:** Compiled over 30 interview transcripts across healthcare, tech, and retail industries, transforming verbal input into structured business summaries with an average score of 2.7/3, consistently meeting top-tier delivery standards.
- **Sector Research Management:** Conducted in-depth secondary research in the healthcare and soft-tech sectors, including RA, QC, and DR workstreams; synthesized findings into 3 client-facing PPT reports used for strategic decision-making.
- **Interview Coordination & Workflow Optimization:** Designed and conducted expert interviews, developed question frameworks, and improved cross-team coordination workflows, boosting downstream editing efficiency by 20% and earning high team recognition.

**E Fund Management Co., Ltd.**

*Marketing & Communications Intern*

*Aug 2024 - Sep 2024*

- **Content Production:** Produced a short video series for the “Index Fund Investment Season” campaign; one explainer comparing CSI 300 index investing vs. savings returns surpassed 500K+ views on Douyin.
- **Media Campaigns:** Launched the hashtag #MyIndexInvestmentStory with 36Kr and Xueqiu, collecting 1,200+ UGC stories and reaching 5M+ views across platforms.
- **Product Design:** Co-developed an interactive H5 quiz based on 2,000 user surveys, mapping investor types into four comic-style personas. Designed share-to-unlock mechanics that achieved 150K visits, 4.2 min avg. session, and 27% virality rate.
- **Data Analytics:** Analyzed 15K+ user actions post-campaign; identified key engagement drivers, increasing social conversion by 19% and lowering CPA by 23%.

**HONORS & AWARDS**

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|--|-----------------|
| ▪ National Bronze Prize of the 14th ‘Challenge Cup’ China College Student Entrepreneurship Programme Competition | <i>Sep 2024</i> |
| ▪ National Third Prize of 2024 Rui-Robot Developer Competition   | <i>Aug 2024</i> |
| ▪ National First Prize of the 17th ICAN College Students’ Innovation and Entrepreneurship Competition in 2023    | <i>Dec 2023</i> |
| ▪ China International College Students Innovation Competition (2023) National Bronze Prize                       | <i>Dec 2023</i> |
| ▪ National Second Prize of International Trade Track of 2023 National Business Elite Challenge                   | <i>Oct 2023</i> |

**SKILLS & PROFESSIONAL CERTIFICATE**

- **Language Proficiency:** CET-4: 563; CET-6: 473;IELTS: 6.0 (5.5)
- **Computer Skills:** MS Office; Photoshop; Stata; SPSS; Wind;