

# KEVEN VAN DER VELDEN

Shanghai, China / New York, US | +31 (0)6 85 55 28 38 | kv2473@stern.nyu.edu | LinkedIn

## EDUCATION

### NYU Stern School of Business | NYU Shanghai

Master of Science in Organization Management and Strategy

New York, US / Shanghai, China

May 2026 – May 2027

- GPA 3.78/4.0

- Relevant Coursework: The Strategic Landscape, Advanced Strategy Analytics, Mergers & Acquisitions, Understanding and Managing Money Flows, Doing Business with China

### Amsterdam University of Applied Sciences

Bachelor of Business Administration in International Business, Major in Finance & Control

Amsterdam, The Netherlands

Aug 2022 – May 2026

- Exchange Program: Baruch College (CUNY), New York — GPA: 3.94/4.0
- Relevant Coursework: Investment Analysis, Financial Risk Management, Management Control, International Financial and Sustainability Reporting, Sustainable Finance, Accounting for Decision Making

### Tsinghua University

Overseas Chinese Entrepreneurs Program

Beijing, China

Aug 2024

- Selected as one of 52 participants from 31 countries for a Tsinghua program for next-generation overseas-Chinese entrepreneurs, studying Chinese industrial policy with senior faculty to build the policy judgment later applied in cross-border market-entry work.

## WORK / INTERNSHIP EXPERIENCE

### Plastiflex Group

Consultancy Intern – (Graduation Thesis Project)

Amsterdam, The Netherlands / Beringen, Belgium

Jan 2026 – May 2026

- Built financial models to quantify U.S. tariff exposure on China-manufactured goods and advised Plastiflex's leadership on a China-to-Mexico manufacturing relocation strategy, projecting ~38% lower tariff costs and €11M+ in net benefit over three years.
- Ran regulatory due diligence across U.S., Chinese, and Mexican jurisdictions, mapping compliance requirements and execution risks that shaped the phasing of the relocation roadmap.
- Synthesized financial analysis and findings into a research thesis and board-ready presentation materials, presenting final recommendations directly to the Board of Directors.

### Van der Velden Venture

Founder

Lisse, The Netherlands

May 2024 – May 2026

- Founded and scaled a registered, self-funded e-commerce business to sustained profitability without external capital, achieving a 2.8x return on ad spend (ROAS) while completing full-time undergraduate studies.
- Redesigned Shopify product pages and Meta ad creatives through iterative A/B testing, lifting conversion rates 40% (to a 1.5–3% range) and lowering customer acquisition cost to enable profitable scaling.
- Built a performance-tracking process across Shopify Analytics and Meta Ads Manager to reallocate spend toward top-performing creatives and implemented Klaviyo email automation to grow repeat-purchase revenue.

### Newegg Commerce Co., Ltd

Cross-Border E-Commerce Intern

Shanghai, China

Sep 2025 – Jan 2026

- Benchmarked 20+ competitors and sized demand across East Asia and the Middle East through industry research, formulating market-entry strategies that guided leadership's expansion prioritization.
- Evaluated two fulfillment models (Shipped-by-Newegg vs. Fulfilled-by-Amazon) through financial cost-benefit analysis of logistics flows and third-party (Ship4wd) costs, surfacing savings opportunities that informed fulfillment strategy.
- Worked in Mandarin alongside local commercial and logistics teams to source cost inputs and validate assumptions directly with operators.

## LEADERSHIP & ACADEMIC PROJECTS

### NYU Stern Capstone Project

Team Lead

New York, US / Shanghai, China

Sep 2026 – May 2027

- Leading a 5-person team on a live case sponsored by a partner company, owning the workplan and analytical approach, and scoping the problem directly with company executives to shape the final recommendation.

### Bloomberg Global Trading Challenge

Team Member, NYU Shanghai

New York, US / Shanghai, China

Sep 2026 – Nov 2026

- Competing on a 5-person NYU team in Bloomberg's global university investment competition (2,700+ teams), constructing, valuing, and managing a portfolio on the Bloomberg Terminal against live market data.

## SKILLS & INTERESTS

**Analytical:** Financial Modeling, Valuation, Market Research, Competitor Analysis, Cost-Benefit Analysis, M&A Analysis, Demand Sizing

**Strategic:** Market Entry Strategy, Regulatory & Compliance Analysis, Executive & Board-Level Presentation

**Leadership:** Team Leadership, Cross-Functional Stakeholder Management, Conversion Rate Optimization

**Technical:** Microsoft Excel, Microsoft PowerPoint, Shopify Analytics, Meta Ads Manager, Klaviyo, Canva

**Languages:** Dutch (Native), English (Native), Mandarin (Native spoken proficiency)

**Interests:** Road-tripping the U.S. East and West Coasts, exploring China's Yunnan region, training for a sub-20-minute 5K, Ice skating