

Max Wang

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WORK EXPERIENCE

Shift Naturals

Jan. 2025 – Present

Special Projects | Sep. 2026 – Present

Remote

- Re-engaged to support a time-sensitive inventory liquidation and wind-down, coordinating founders, investors, warehouse partners, and prospective buyers.
- Built liquidation and pricing analyses across approximately 86,000 cans, incorporating COGS, freight, channel economics, and bulk-sale scenarios to support recovery decisions.

Chief of Staff | Aug. 2025 – Jul. 2026

- Operated as the CEO's right-hand man, translating strategy into execution among operations, supply chain, finance, fundraising initiatives, web development, and workflow automations.
- Strategic Initiatives
 - Built the company's investor CRM and outreach infrastructure by enriching 10,000+ angel, venture, and family office leads from a dataset of 32,000+ prospects.
 - Developed automated investor outreach workflows using Google Apps Script resulting in ~1% reply rates and ~0.3% meeting conversion.
 - Engineered internal automation tools that eliminated manual verification workflows which saved 270+ hours of labor, reducing enrichment time from 6 weeks to 1 week.

Bizops Associate | Jan. 2025 – Aug. 2025

- Prior to my promotion to Chief of Staff, I introduced AI automation to support research and analysis and to stress-test ongoing campaigns and promotions.

Synapse Research

Jun. 2026 – Oct. 2026

Co-Founder, Operations & Strategy | Jun. 2026 – Sep. 2026

Toronto

- Built the company's initial operating infrastructure from 0 to 1 across website systems, inventory management, fulfillment workflows, vendor coordination, and day-to-day operations.
- Managed supplier relationships, procurement, pricing, e-commerce operations, and shipping workflows; documented and transitioned core systems during the partner handoff.

Reurbano

May. 2026 – Jun. 2026

Special Projects

Remote

- Built an inbound AI response system that drafted context-aware replies to incoming leads, reducing manual response work and improving consistency across conversations.
- Designed cohort segmentation logic that automatically classified inbound leads into the appropriate group, enabling more targeted follow-up and streamlined lead management.

Insight Academy of Canada

Jan. 2024 – Dec. 2024

Chief of Staff

Toronto, ON

- Created and maintained operational dashboards and analytic frameworks for student performance and resource allocation.

EDUCATION

University of Toronto

Dec. 2023

B.A., Economics and Statistics

Toronto, ON

- UofT League Association, Division 1 Dota

SKILLS

- **Technologies:** Apps Script, Python, Statsmodels, Tailwind CSS, SQL, Atlassian, HTML, Claude/Cursor, N8N
- **Skills:** BizOps, Cross-Functional Operations, Strategic Planning & Execution, Financial Modeling, Data Analysis, Fundraising Ops, GTM Systems, Problem Solving, Investor Relations, End-to-End Ownership
- **Languages:** English (Native), Mandarin (Fluent)