

# Christian Mihardja Lawrence

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## EDUCATION

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**Master of Science, Business Analytics (STEM)** Expected Aug 2021  
Boston University Questrom School of Business; Boston, MA

**Bachelor of Arts, Economics** May 2019  
Boston University College of Arts & Sciences; Boston, MA

## WORK EXPERIENCE

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**Immersive Labs** Boston, MA  
*Senior Sales Development Representative* Oct 2019 – Jul 2020

- Generated over \$200k in closed deal revenue from new business and \$1.6 million in sales pipeline
- Established best practices for outbound outreach and benchmarked key performance indicators for the sales development team through qualitative analysis of outreach and sales data against industry averages
- Decreased new hires' time-to-productivity by 25% by developing the enablement and training program for the team and onboarded two classes of new SDRs
- Increased overall sales team efficiency by onboarding sales enablement tools, negotiating vendor contracts, and working with CRO to ensure alignment of sales enablement strategy

**Innovate@BU BUild Lab** Boston, MA  
*Business Ventures Intern* Feb 2018 – May 2019

- Analyzed campaign and event attendance to identify largest areas of impact, determine their effectiveness, and quantify ROI
- Worked with Program Directors to develop an intensive summer startup accelerator for early-stage student entrepreneurs, familiarizing them with key startup topics through workshops and office hours

## RELEVANT PROJECTS AND LEADERSHIP EXPERIENCE

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**Humana-Mays Healthcare Analytics Case Competition** Boston, MA  
*Team Member – Research & Data Analysis* Aug 2020 – Oct 2020

- Designed a predictive model to identify attributes of Humana members that are most likely to experience transportation challenges using Python and SQL
- Analyzed an anonymized data set consisting of 800+ variables and 65,000+ observations, identifying key variables to test based on secondary research around social determinants of health

**Boston University Consulting Group** Boston, MA  
*Strategy Engagement Case Team Leader* Jan 2019 – May 2019

- Developed strategic recommendations to bolster e-commerce sales for a high-growth startup in the beverage industry by identifying market opportunities and an optimal target market
- Conducted primary and secondary market research centered on the segmentation of the client's market
- Analyzed research findings to forecast the client's potential revenue and profit based on three potential strategic recommendations the client could follow
- Managed the workflow and responsibilities of four associates to meet deliverables on strict deadlines

## ADDITIONAL INFORMATION

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**Technical Skills:** STATA, Python, Salesforce, Excel (Pivot Tables and advanced analysis), SQL, Cloud Computing

**Relevant Coursework:** Game Theory, Economics of Risk, Statistics, Programming for Data Analytics

**Interests:** Business Analytics, Management Consulting, Revenue Operations, Strategy & Innovation