

# Andy Xu

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## PROFESSIONAL EXPERIENCE

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### Vincross Inc.

San Francisco, CA & Beijing, China

#### Chief Operating Officer

May 2016 to Present

Bring emerging consumer robotics technology to international markets

Assume full responsibility for corporate operations in product management, product marketing and advocating, robotics engineering and team recruiting. Lead, manage and grow a 60+ member team.

#### With Integrated Marketing:

- Grow awareness of Vincross' brand through integrated marketing solutions including creatives, design, media PR, user stories and social marketing
- Launched two influential Kickstarter projects: [HEXA](#) and [MIND KIT](#). Among numerous high profile media coverages, WIRED named HEXA as Gear of the Year 2017 and IEEE Spectrum listed HEXA as Robot Gift of 2017
- Set up sales channels with global distributors for HEXA, the Kickstarter-backed all-terrain programmable robot, and sold over 2,000 units (priced at \$999) in the past 18 months

#### With Product and Engineering:

- Recruited multiple senior management personnel with over 10 years' of experience at director-level positions from Fortune 500 companies including Amazon and Motorola
- Manage all robotics engineering and manufacturing activities necessary to take product ideas from design specifications to product delivery
- Manage the process of procurement and supply chain activities, inventory control, logistics, and distribution, implemented strategic quality management, supplier selection, and evaluation
- Designed the proprietary robot operating system MIND, a universal robotics OS and SDK, which can manage threads, networks, plugins, and peripheral resources through both Unix-like OS and real-time OS

### Career Dream Technology Limited

Beijing, China

#### Chief Technology Officer

September 2014 to May 2016

Led the company's growth from a headhunting company to a recruitment solution company

Drove business growth by product vision, responsible for all product-related activities, including design, development and product marketing

- Designed and operated an online job search platform for both job seekers and recruiters
- Established and nurtured the job seeker community on social networks: received over 350k subscribers in WeChat Channel 'CareerGPA'
- Obtained 1,100 enterprise customers on the recruiting platform, with more than 34k daily active positions
- Implemented methodologies and processes that deliver reliable websites and mobile applications, including code review, continuous integration, release management, and product documentation

### Zhihu

Beijing, China

#### Senior Research Engineer

October 2013 to September 2014

Researched on information retrieval and recommendation algorithm for Zhihu.com, a Chinese Q&A website with 30 million daily active users and more than 100 million questions

- Built real-time full-text search engine and distributed recommendation system, utilizing knowledge from the areas of natural language processing, user query analysis, and query expansion
- Designed and developed an efficient parallel computing algorithm for large-scale content analysis

## ACADEMIC EXPERIENCE

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### Renmin University of China (Top 5 University in China)

Beijing, China

B.S. Computer Science and Technology

Honored Graduate, Class of 2016

### Ypsilanti High School

Michigan, USA

Exchange student

September 2011 to June 2012

### ACM International Collegiate Programming Contest

Zhejiang, China

Asia Regional Silver Medal

October 2012