

Max Chang

US GTM Lead, Business & Marketing

San Francisco, CA, United States | [LinkedIn](#)

Go-to-market lead at Liner, where I built the US university and institutional business from zero. Before that I was Campus Lead at UC Berkeley and worked on market research and consulting projects in the US, Japan, Korea, and Australia.

EXPERIENCE

US GTM Lead, Business & Marketing Jun 2024 — Present
LINER, Inc. *San Francisco Bay Area*

First full-time US hire at Liner and Liner Scholar. I own academic go-to-market strategy, the conference-led pipeline, academic association partnerships, outbound infrastructure, and projects run from the SF office. Since Oct 2026 I also lead US sales of the Liner Model API to AI application companies. I built the university adoption motion from scratch, including a for-credit freshman seminar I designed and co-teach. I also closed Liner's first US-led institutional deals, set up the institutional pricing framework, negotiated a LATAM reseller agreement, and supported Japan market entry with Japanese-language sales guides.

Intern, Business Development Team Jan 2024 — May 2024
Nota America, Inc. (Nota AI) *Sunnyvale, California, United States*

Mapped the US Intelligent Transportation Systems market for executive go-to-market planning, profiling 12 key players across smart city, AI camera, software integration, hardware, and smart parking segments. Led market research on Edge AI adoption in Japan, covering SWOT, key players, forecast, and trends, and supported executive meetings with Japanese prospects.

Member Aug 2023 — Dec 2024
Berkeley Venture Capital *San Francisco Bay Area*
VC Fellow & Member

Analyst, Corporate Venture Capital & Investment Team Jun 2023 — Aug 2023
Hanwha Group (Hanwha Holdings & Hanwha Asset Management) *San Francisco Bay Area*
Projected the deal pipeline and built industry analyses for pre-IC review of maritime technology and Urban Air Mobility investments. Analyses covered value chains, key technologies, and strategic synergy with Hanwha Aerospace.

Research Assistant Jun 2022 — Aug 2022
McKinsey & Company *Seoul, Republic of Korea*
Ran M&A analysis of the Australian renewable energy sector and presented to senior management on solar and wind developers moving into hydrogen, government solar subsidy policy, and OEM market share. Researched COVID-19 supply constraints on semiconductor manufacturers, including Samsung's foldable panel share and adoption rates of Colorless Polyimide and Ultra Thin Glass.

Petty Officer Second Class Oct 2020 — Jun 2022
Republic of Korea Navy *평택*
Served as an interpreter between Korean, English, and Japanese for joint operations and foreign liaison, handling briefings and written translation.

Private Equity Analyst Jun 2020 — Aug 2020
EASTBRIDGE PARTNERS Korea *서울, 대한민국*
- Conducted market research and industry analysis on target sectors, preparing company profiles and market maps for the deal team.
- Supported diligence by modeling company financials and tracking sector conditions for the investment committee.

President Aug 2019 — Dec 2024
Management Consulting Club at Berkeley (MCCB) *Berkeley, California, United States*
- Led multiple consulting projects for multiple companies on market entry, new business development, and customer retention. Companies: Perplexity AI, Unni, Acorns, Ringle, etc.

EDUCATION

University of California, Berkeley Aug 2019 — May 2025
Bachelor of Arts - BA in Econometrics and Quantitative Economics, minor in Japanese
GPA: 3.7/4.0

St. Mary's International School Aug 2013 — May 2019
High School Diploma

Tokyo Korean School Jan 2007 — Jan 2013
Elementary

SKILLS

Outbound and enrichment stack (Apollo, Woodpecker, LinkedIn Sales Navigator, Exa) · HubSpot · AI tooling (Claude, ChatGPT, MCP-based agent workflows) · Notion · Linear · Excel (MOS Expert) · Pitchbook · English (Fluent) · Korean (Native) · Japanese (Fluent)