

Grace Wang

Digital Transformation Advising Consultant

Kuala Lumpur, Malaysia | [LinkedIn](#)

Ex-founder and cross-border business strategist with 10+ years building and scaling technology ventures across the US, Korea, Singapore, and Malaysia. Now advising startups on market entry, growth, and fundraising while consulting on digital transformation initiatives.

EXPERIENCE

Digital Transformation Advising Consultant

Apr 2025 — Apr 2026

AirAsia Move

Kuala Lumpur, Malaysia

Led strategic digital transformation initiatives for AirAsia MOVE, working directly with the CEO and shareholders to evolve the platform from airline-centric to a broader OTA and travel super-app. Conducted comprehensive product audits across customer journeys, drove improvements to AskBo (AI travel assistant), developed social commerce strategy, and introduced greater financial accountability to product prioritization.

Founder

Jun 2023 — Sep 2026

TABA

Seoul, South Korea

Founded and scaled a foreigner-focused mobility and travel platform for international visitors to Korea. Built a lean cross-functional team, launched MVP, and scaled from 0 to 150K+ downloads and 40K MAU in one year. Established strategic partnerships with Seoul Metropolitan Government and Korea Tourism Organization, and developed B2B, B2C, and B2G growth strategies across Japan, Taiwan, China, and Southeast Asia. Received Korea Tourism Organization Special Recognition and Seoul Metropolitan Government Mayor's Award.

Digital Product Manager

Dec 2018 — Oct 2020

Prudential Financial, Inc.

Sunnyvale, California, United States

Led digital product initiatives across CRM, customer data, marketing automation, and web experience. Designed and launched a marketing campaign tracking and synchronization platform improving operational efficiency. Developed Customer 360 data strategy that increased sales efficiency by 30% and built A/B testing platform enabling data-driven customer engagement optimization.

Co-Founder (CPO/COO)

Oct 2017 — Jan 2025

Globaleur

Santa Clara, USA / Seoul, Korea / Singapore

Co-founded B2B2C travel technology company helping airlines and travel companies improve digital customer experiences and unlock ancillary revenue. Raised \$7.7M in institutional and strategic capital, led cross-border business development across US, Korea, Southeast Asia, Europe, and Middle East. Built multidisciplinary teams of 10-20 people from market identification through product development and commercial delivery. Achieved recognition including 1st Place Royal Air Maroc Open Innovation Challenge (2022) and 2nd Place Singapore Airlines AppChallenge Global (2020, 2022).

Private Equity Analyst

Jun 2015 — Jun 2016

Stonecutter Capital Management

Atlanta, Georgia, United States

Conducted investment and acquisition analysis across real estate assets including financial modeling, valuation, and cash-flow projections. Managed investor relationships and developed comprehensive reporting packages for institutional stakeholders. Collaborated with portfolio operators to develop asset-level strategies optimizing operational efficiency and property profitability. Designed internal investment data management platform consolidating portfolio information and automating reporting.

Research Analyst

Oct 2014 — Jun 2015

Fortress Group, Inc.

Atlanta, Georgia, United States

Digital Research and Data Analytics

Jun 2014 — Aug 2014

Turner (Turner Broadcasting System, Inc)

Atlanta, Georgia

Research Assistant

Sep 2013 — Jan 2015

Goizueta Business School

Atlanta, Georgia, United States

Marketing Strategy Intern

May 2013 — Jul 2013

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Shanghai, China

EDUCATION

University of California, Berkeley

Aug 2016 — May 2017

Master's Degree in Industrial Engineering and Operations Research

Scholarship of Excellence

Emory University - Goizueta Business School

Aug 2011 — May 2015

Bachelor of Business Administration (BBA) in Finance, General

Focus: Business, Information Systems, Economics, Finance

SKILLS

Data Analysis · Research · Social Media · Finance · Financial Analysis · Strategic Modeling · Market Research · Digital Marketing · Business Strategy · Product Strategy · Cross-Border Strategy · Strategic Partnerships · International Market Expansion · Venture Strategy · Startup Strategy · Investment Analysis · Digital Transformation · Data · AI · Travel Technology · Customer Experience · Business Law · Corporate Operations · US Operations · Singapore Operations · Korea Operations · Value Creation · Business Growth · Team Management · Operations · Business Negotiation · Product Design · Product Development · English · Mandarin · Korean