

# Kaiqiang (Andy) Xu

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## PROFESSIONAL EXPERIENCE

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### Vincross Inc.

Beijing & San Francisco, CA

#### Chief Operating Officer

May 2016 to Present

**Bring emerging consumer robotics technology to international markets. Assume full responsibility for corporate operations in product management, marketing and sales, technology development and team recruiting**

- Directly lead the Product Design Team, Marketing Team and Operating System Development Team
- Grow awareness of Vincross' brand through integrated marketing solutions including Creative and Copywriting, Media PR, User Stories and Advertising
- Design supply chain and product import/export strategies based on deep understanding of customs and tariff policies and logistics solutions in North America and Europe

#### Outstanding achievements

- Sold over 1,000 units of HEXA, Vincross' all-terrain programmable robot, in 3 months (priced at \$999)
- Interviewed by The Wall Street Journal and Wired magazine. HEXA is covered by a large number of mainstream media and listed in Wired Magazine and IEEE Magazine as electronics of the year 2017
- Designed robot operating system MIND, which is the most complete operating system and development platform in consumer robotics
- Recruited multiple senior management personnel with over 10 years' experience at director-level positions in companies like Amazon or Motorola
- Built distribution centers in North America, reducing international logistics costs by more than 70%

### Career Dream Technology Limited

Beijing

#### Chief Technology Officer

September 2014 to May 2016

**Launched recruiting products in the financial industry, designed and operated a product matrix comprises new media, communities, and job search platforms**

- Lead a 100-person product and engineering team and built a culture of efficiency and innovation
- Establish a threefold product funnel from channel subscription to paid online community and to recruiting platform, strategically design and iterate plans of new media channel management and community interactions
- Lead technological infrastructure and back-end architecture design focusing on high reliability and implemented a complete continuous integration and container orchestration mechanism

#### Outstanding achievements

- Received over 350k subscribers in WeChat channel 'CareerGPA', 50k of which became paid customers
- Obtained 9,000 enterprise users on the recruiting platform, with more than 34,000 daily active job openings
- Designed an unsupervised machine learning algorithm for automatic resume evaluation and job matching

### Zhihu.com

Beijing

#### Senior Algorithm Engineer

December 2013 to September 2014

Built real-time full-text search engine and distributed recommendation system utilizing natural language processing, user query analysis and query expansion

### Tantan Limited & P1 Inc.

Beijing

#### Backend Engineer

March 2013 to December 2013

Designed internet service backend infrastructure, built scalable application programming interface layer, developed reliable data access layer and other important system components

## ACADEMIC EXPERIENCE

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### Renmin University of China

Class of 2016

B.E. Computer Science and Technology

Excellent Graduate

### ACM International Collegiate Programming Contest

October 2012

Sliver Medal

Asia Regional Contest

# 徐凯强 Andy Xu

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## 工作经历

Vincross Inc.

首席运营官

北京 / 旧金山

2016 年 4 月至今

将消费级机器人技术带入国际市场，全面负责企业在产品管理、市场营销、技术研发、供应链与物流和团队建设方面的运营目标

- 带领团队设计产品和结构，研发操作系统和嵌入式系统，落实产品设计思路
- 制定国际整合营销方案，提高品牌知名度：创意和文案设计、媒体 PR、用户故事和广告投放
- 规划供应链及产品进出口策略，对北美和欧洲地区的海关及关税政策和物流方案有深入理解

### 突出成绩

- 全地形可编程机器人 HEXA 上市三个月售出一千台（售价 999 美元）
- 接受美国华尔街日报、连线杂志采访；HEXA 在美国获得大量主流媒体报道，并被列入连线杂志和 IEEE 杂志的 2017 年度科技产品
- 设计机器人操作系统 MIND，是消费级机器人领域中最完善的操作系统和开发平台
- 招募多位有超过十年的工作经验的高级管理团队人员，曾工作于亚马逊、摩托罗拉等公司总监级别岗位
- 在北美建设物流分发中心，降低国际物流成本超过 70%

北京职业梦科技有限公司

首席技术官

北京

2014 年 9 月至 2016 年 4 月

规划并开发金融行业招聘类产品，运营由新媒体、社群、求职平台组成的产品矩阵

- 建设和领导百人规模的产品与工程技术团队，建立高效执行和鼓励创新的文化
- 建立从资讯订阅到付费社群再到招聘平台的产品路线
- 设计并迭代新媒体资讯的推送策略和社群互动的运营策略
- 主导技术基础设施与后端架构的高可用设计，实施完整的容器编排和持续集成机制

### 突出成绩

- 创办的微信订阅号「G.P.A」获得 35 万订阅用户，零成本转化 5 万人至在线付费社群
- 招聘平台获得 9000 家企业端用户，每日在招聘职位超过 34000 个
- 业内首家通过设计无监督学习的机器学习算法，为求职者实现自动简历评分和智能职位匹配

知乎 — 智者四海（北京）技术有限公司

资深算法研发工程师

北京

2013 年 12 月至 2014 年 9 月

使用自然语言处理技术，用户查询扩展模型和查询分析技术，构建全文实时搜索引擎和分布式推荐系统

探探 / P1

后端研发工程师

北京

2013 年 3 月至 2013 年 12 月

设计互联网服务后端基础架构，构建可扩展的 API 层，开发可靠的数据访问层和其他重要系统组件

## 教育经历

中国人民大学

工学学士 计算机科学与技术

2016 届

毕业生代表

ACM International Collegiate Programming Contest

银牌

2012 年 10 月

亚洲区