

## Contact

[www.linkedin.com/in/galenperry](https://www.linkedin.com/in/galenperry)  
(LinkedIn)

## Top Skills

Microsoft Office  
Team Leadership  
Public Speaking

## Languages

Chinese (Elementary)  
English (Native or Bilingual)

## Honors-Awards

Magna Cum Laude  
John Milton Payne II Prize for  
Excellence in English

# Galen Perry

International @ Dr. Squatch  
Los Angeles, California, United States

## Summary

Extensive global strategy & operations experience in CPG and a founder with intimate understanding of the entrepreneurial journey. Passionate about developing innovative solutions to help businesses, from Fortune 500 companies to startups, navigate change and unlock growth. Expertise spans strategy, market research, operations, and financial analysis with the ability to synthesize qualitative information with robust quantitative analysis.

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## Experience

**Dr. Squatch**  
International Expansion Manager  
February 2024 - Present (8 months)  
Los Angeles, California, United States

**YATÉ**  
Co-Founder  
February 2022 - Present (2 years 8 months)  
Los Angeles, California, United States

YATE (pronounced ya-tay) is a sparkling yerba mate for social occasions. Made from 100% organic yerba mate, YATE is packed with plant-powered benefits without the crash or jitters. It's a naturally delicious twist on tea with a refreshing boost of Social Energy™.

**Quantum Logik Consulting**  
Consultant  
February 2023 - February 2024 (1 year 1 month)  
Los Angeles Metropolitan Area

QLC utilizes innovative frameworks, cutting-edge concepts, and precise machine-learning analytics to advise organizational leaders and facilitate breakthrough moves in times of discontinuity.

**ZEYA**  
Chief Of Staff

August 2020 - December 2022 (2 years 5 months)

Shanghai, China

ZEYA is China's zero pressure beverage brand, and the country's first ready-to-drink hard seltzer. Founded in 2020, we're bridging East and West with our delicious Asian-inspired, better-for-you beverages.

## Canback Consulting

Consultant

February 2019 - August 2020 (1 year 7 months)

Shanghai, China

Canback Consulting leverages predictive analytics, macro research, and consumer insights to form strategy for clients in emerging markets.

## Slash 2

Co-founder & Managing Director

July 2017 - February 2019 (1 year 8 months)

Greater Boston Area

Slash 2 was founded by gamers for non-endemic brands/agencies to elevate the business landscape in esports with clear, data-driven insights and strategy.

## The Economist Intelligence Unit (EIU) Canback

Business Analyst

July 2016 - October 2017 (1 year 4 months)

Greater Boston Area

## Fusi Capital

11 months

Private Equity Associate

June 2015 - December 2015 (7 months)

Shanghai, China

Private Equity Analyst

February 2015 - June 2015 (5 months)

Shanghai, China

## Boston University Questrom School of Business

Teaching Assistant: Introduction To Finance

January 2014 - December 2014 (1 year)

## Groveland Financial Services Limited

Business Development Intern

July 2014 - August 2014 (2 months)

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## Education

Boston University Questrom School of Business

B.S. in Business Administration, Dual Concentration in Finance and  
International Management

Fudan University

Moses Brown School