

# Jerry Yu

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## PROFILE

Engineering, technology, and operations executive specializing in scalable systems, automation, and data-driven solutions for real estate, direct mail marketing, and digital advertising. Proven track record of optimizing operations, implementing innovative solutions, and scaling businesses to multi-million-dollar revenue.

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## EMPLOYMENT HISTORY

Oct 2023 — Present	Chief Operating Officer, DMForce	San Diego, CA
	<ul style="list-style-type: none"><li>Achieved \$1 million in monthly recurring revenue (MRR) within the first year by implementing scalable direct mail marketing strategies and operational efficiencies.</li><li>Designed and developed a homegrown data cleaning and real estate property valuation system, improving marketing accuracy and lead targeting while also building a high-volume mail fulfillment system that efficiently processes over 5 million mail pieces per month.</li><li>Developed custom integrations for Salesforce, Podio, and other CRM platforms, merging CRM and direct mail campaign data to enable creative direct mail strategies.</li><li>Developed custom Sigma dashboards with Snowflake customer data, calculating clients' ROI, Cost per Lead, response rate, appointment rate, lead to close rate and more from our direct mail campaigns.</li><li>Implemented Snowflake and built automated data ingestion pipelines, seamlessly pulling in and processing over 10 million property and market records per day, significantly enhancing data-driven decision-making and marketing efficiency.</li><li>Built a comprehensive client platform, consolidating all client communication, campaign dashboards, billing, and reporting into a single, easy-to-use system, improving customer experience and retention.</li></ul>	
Dec 2020 — Present	Head of Technology and Engineering, GG Homes	San Diego, CA
	<ul style="list-style-type: none"><li>Engineered and expanded Salesforce and peripheral platform technologies, scaling residential property acquisitions by 800%.</li><li>Transformed systems that barely supported 30 users into a cross-functional system for 200+ employees.</li><li>Designed scalable and high-performance system architectures for real estate operations.</li><li>Used OpenAI Whisper and 4o to extract inbound call insights, summarize call notes, and suggest next steps for lead managers, saving over three hours per rep per week.</li><li>Integrated advanced data analytics and automation to improve operational efficiency.</li><li>Partnered with internal teams to streamline workflows, automate repetitive processes, and improve efficiency.</li><li>Spearheaded documentation across the company to increase operational effectiveness.</li></ul>	
May 2024 — Dec 2024	Vice President of Operations, PPCForce	San Diego, CA
	<ul style="list-style-type: none"><li>Implemented a fully integrated CRM system, streamlining client relationship management and optimizing marketing workflows, reducing response times and improving lead conversion rates.</li><li>Developed and launched a client user portal, allowing customers to easily track campaign performance, access real-time reports, and manage their accounts autonomously.</li><li>Integrated Snowflake and developed business intelligence (BI) dashboards, providing clients with real-time insights into campaign performance, customer engagement, and revenue impact, enabling them to make data-driven marketing decisions.</li></ul>	
Jun 2019 — Jun 2020	Data Scientist, Fresenius Medical Care	Waltham, MA
	<ul style="list-style-type: none"><li>Created Fresenius's first model that lived in the cloud, performing near-realtime prediction (18 seconds) on patient status during hemodialysis, achieving 0.83 AUC-ROC.</li><li>Created Fresenius's first model with Amazon Sagemaker.</li></ul>	

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## EDUCATION

MSc in Data Science, Northeastern University	Boston
BSc in Business Management, Northeastern University	
BSc in Economics, Northeastern University	