

Cedar Xi specializes in delivering effective and sustainable execution in strategy and marketing. Prior to joining Insigniam, she worked for the Volkswagen Group as a brand and business development consultant where she created a strategic plan to transform their business model from a traditional automotive business towards a Mobility as a Service (MaaS). Cedar also worked for Amazon, where she led a project to generate \$1.2M in projected annual savings by creating quality metrics and adding an inspection section to the operation process. In this role, she also reduced concession defects per million from 2600 to 2000 within three months by collaborating across teams to improve the management model.

Earlier in her career, Cedar worked for an international consumer goods manufacturer in the Ningxia region of China. At the helm of a 300-member team, Cedar orchestrated a shift in operations that yielded substantial dividends. She also worked in Saudi Arabia, Japan, and Peru to mobilize teams and onboard global distribution partners. Her market research and business model for tactical plan implementation led to an increased profit margin of 15% and improved nutrition to cater to different client segments. Cedar also led a transformation of the management process by introducing a new framework and technology systems to reform its decades-old business model and ways of operating.

She holds a dual Master of Business Administration degrees from Georgetown University and the HEC Paris Business School, and a Bachelor of Commerce from The University of Auckland. Cedar enjoys kayaking, camping, hiking, skiing, and playing the piano. She is fluent in Chinese.

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