

TED MO CHEN

AI · SaaS · EdTech — Marketing & Product-Strategy Leadership

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EXPERIENCE

Classin *\$3B EdTech unicorn*

Beijing · 2024 – Present

Chief of Staff / Head of Marketing · Team of 10 · Reporting to Founder & CEO

- Own company-wide brand, marketing, and media strategy; steward an ~¥8M (~\$1.1M) annual marketing budget across owned channels — WeChat, video, and social.
- Led creative and go-to-market for the [Future Learning Space](#), Classin's flagship solution — booklet, film series, and joint solution design with premier suppliers incl. Steelcase — driving two straight years of triple-digit % hardware revenue growth.
- Built the brand-asset system and [product-marketing pipeline](#) from scratch; an employer-brand overhaul lifted résumé submissions 30%+ and first-round interview interest 50%+ among senior (VP-level) leadership candidates.
- Editor-in-chief of [Edu-Digital 100](#), now a leading industry publication; authored and edited multiple 100K–500K-read features amplified by top tech and education outlets.
- Produced the publication's [video channel](#) and hosted dozens of livestreamed conversations with university faculty; one B2B case-study film passed 200K views with zero paid promotion.

Classin

Shanghai / San Francisco · 2022 – 2024

Vice President, Globalization · Reporting to Founder & CEO

- Ran frontline enterprise pitches that converted nearly every marquee K–16 account across Beijing and Shanghai into pilots — incl. Peking University, Shanghai Jiao Tong, the Fudan-affiliated High School, BIT, the Peking / Fudan / Peking Union medical schools, and NTU & NUS in Singapore.
- Saudi Arabia: staged two minister-level [live classroom demos](#) in China and at the Ministry of Education and built a model classroom inside MoE headquarters — a first for Chinese EdTech in a Middle-East government system, competing head-to-head with Microsoft and Google.
- Owned design and go-to-market for flagship features (e.g., the [Dual-Board](#) solution); drove a pilot at Peking University and scaled adoption at the Tsinghua-affiliated High School.
- Mapped ~750 U.S.-market competitors and evaluated ~60 AI-native startups with select diligence; advised Classin's [co-investment](#) with Hillhouse Capital in AI-native workflow platform [Refly.ai](#).

Serial Startups

- **HYPPER** · Head of Operations (2021–22) — Tencent-cofounder-led seed; a Substack-style creator-subscription SaaS. Built a 200+ network of top podcasters; a zero-budget influencer campaign drove 135 sign-ups in a single day.
- **Sierra Well-Being** · Co-Founder (2020–21) — Mental-health management SaaS for schools and enterprises.
- **Minute Science** · Marketing Director (2019–20) — Lightspeed-backed Series A; AI science courses for ages 4–8. Built a referral engine contributing 40% of new users at 1/5 the CAC of paid channels; ~¥1M peak monthly sales.
- **Mingshidao** · Co-Founder (2017–19) — D2C subscription MOOC for K-12; led operations and marketing.

EDUCATION

Peking University *B.Phil., Philosophy*

2015 – 2019

- Valedictorian (class speaker, 1/45); senior leadership, Students' Int'l Communication Association (top 4%).
- Global programs: MINES ParisTech Sino-French consulting fellowship (full scholarship, 5/28) · Stanford BOSP · Stanford FACES full-scholarship delegate (40/250 global).
- Internships: Tencent Investment (Summer Analyst) · Strategy& at PwC · Air Liquide (Fortune 500, Shanghai).

THOUGHT LEADERSHIP & MEDIA

- **Selected writing:** "[Silicon Valley Is Losing Patience with Education](#)" · "[The Rise of Kou Aizhe](#)" (StoryFM founder profile) · "[A Survey of U.S. EdTech](#)" · "[The Future of Language Training](#)" · "[Vietnam's Tutoring Boom](#)."
- **Featured commentator:** CGTN · The Wall Street Journal · The Economist · Bloomberg · [SupChina](#) · [TechNode](#) · [THE Journal](#) · The Hechinger Report.
- **Invited talks & guest lectures:** ASU+GSV Summit startup-competition judge · Schwarzman College, Tsinghua · Saudi Ministry of Education · Indonesian Ministry of Education · Next Capital · Columbia University (East Asian Studies) · XJTLU Business School.
- **Independent work:** [Upstream](#) newsletter (Jike App Top-10 of the year) · self-published alumni anthology (220K words; 5,500 copies distributed pro bono).

SKILLS & INTERESTS

Languages: English (native-level) · Mandarin (native) | **AI:** Claude Code / Codex (6+ hrs/workday) | **Creative:** Adobe Illustrator · Audition · Premiere · Lightroom | **Stage:** Speech-Level Singing · lead in PKU's *Hamilton* | **Comparative education:** 37 countries across 6 continents (9 first-hand) | **Interests:** Hiking · [Photography](#) · Tennis · Non-fiction