

Wenshuo Wang

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SUMMARY

PhD-qualified strategy and digital transformation professional specialising in AI strategy, digital platforms, and data-driven transformation. Combines rigorous quantitative modelling with qualitative diagnostics to translate complex platform, algorithmic, and organisational problems into commercial recommendations. Experienced in identifying AI and digital use cases, improving platform monetisation, and supporting large-scale transformation across media and technology contexts.

EDUCATION

Warwick Business School, University of Warwick | PhD Oct 2020 – Jul 2026

- Business and Management at Information Systems and Management Group
- **Research:** Digital Strategy, Digital Transformation, Digital Platforms, Artificial Intelligence, Algorithmic Matching, Value Creation and Value Capture, Innovation, Organisation and Management

Warwick Manufacturing Group, University of Warwick | MSc Sep 2019 – Sep 2020

- International Technology Management
- **Courses:** Technology Management, Project Planning Management and Control, Managing Innovation and Change, Global Business Environment, International Joint Ventures

Shanghai University | BSc Aug 2015 – Aug 2019

- Mathematics and Applied Mathematics
- **Courses:** Advanced Algebra, Linear Algebra, Mathematical Analysis, Numerical Analysis, Real Analysis, Probability, Data Structures and Algorithms

CONSULTANCY EXPERIENCE

AI Strategy Consultant, AiiN Group (affiliated to WBS), UK Jan 2025 – June 2025

- Advised 5+ clients on AI strategy and implementation, identifying high-impact use cases for automation, decision-support tools, and AI-enabled business models.
- Assessed AI adoption readiness across data availability, workflow fit, stakeholder incentives, and implementation risks; developed opportunity maps to prioritise initiatives with potential to improve efficiency and adoption by 20–100%.
- Led China market expansion initiatives, establishing two academic collaborations and one business partnership to strengthen AI research and industry engagement.

Monetisation Consultant, Douyin (TikTok), China June 2022 – Aug 2024

- Analysed algorithm-driven advertising and recommendation mechanisms, identifying that targeting precision contributed to approximately 75% of advertising revenue.
- Built a commercial optimisation model to evaluate trade-offs between user experience, recommendation quality, advertising intensity, and monetisation outcomes.
- Recommended targeted adjustments to content ranking and ad delivery logic, improving conversion rates by 15–25% while protecting user retention.
- Translated platform data, algorithmic matching dynamics, and stakeholder incentives into strategic recommendations for sustainable monetisation growth.

Digital Transformation Consultant, Mango TV, China June 2021 – Oct 2022

- Led a structured diagnostic across 10+ business units, identifying capability gaps, incentive misalignment, and cultural resistance limiting data-driven transformation.
- Developed a transformation roadmap combining governance redesign, analytics capability building, leadership alignment, and adoption mechanisms for digital tools.
- Designed targeted interventions to shift decision-making from legacy-driven processes toward data-informed

planning, experimentation, and performance tracking.

- Partnered with senior stakeholders to embed a sustainable operating model balancing innovation, operational stability, and readiness for AI-enabled workflows.

PUBLICATIONS

Cross-Market Platform Entry, Matching Quality, and The Power of Inputless Matching

Wenshuo Wang, Ola Henfridsson, Eric Liu, Jochem Hummel, Joe Nandhakumar
2026, *MIS Quarterly*

The Nexus of Value Creation and Value Capture: Unravelling Tensions in Digital Platform Dynamics

Wenshuo Wang, Jochem Hummel, Joe Nandhakumar
2024, *Academy of Management Proceedings*

Sustainable Disruption of Organizational Knowledge: A Case Study on Changing Epistemic Stances in Digital Transformation

Wenshuo Wang, Jochem Hummel, Joe Nandhakumar
2023, *Proceedings of the 57th Hawaii International Conference on System Sciences*

A Knowledge-Based Perspective on Digital Transformation

Wenshuo Wang, Jochem Hummel, Joe Nandhakumar
2023, *Academy of Management Proceedings*

EXTRACURRICULAR ACTIVITIES

Teaching in Higher Education, Warwick Business School, UK May 2021 – Feb 2024

- Delivered strategy and digital transformation modules to MBA students, simplifying complex concepts into actionable business insights.
- Developed and assessed assignments on digital business strategy, platform transformation, and organisational change, fostering critical thinking and practical application skills among students
- Received outstanding student reviews with an average rating of 4.63 out of 5.00, indicating consistently high satisfaction and effectiveness in teaching and engagement

Social Media Operator, Shanghai University, China Jan 2016 – Jan 2017

- Operated the university's official social media accounts across WeChat, Weibo.
- Designed and executed multi-platform social media campaigns that attracted over 300% new followers.
- Coordinated with university departments to deliver content strategies that enhanced brand visibility and engagement.

Orphanage and Child Welfare Care (Weekend Charity), China Aug 2015 – Jul 2019

- Taught foundational courses in mathematics, English, and natural sciences to over 100 orphaned children aged 5 to 12, enhancing their academic skills and fostering a love for learning.
- Conducted comprehensive evaluations of children's nutritional and psychological well-being, ensuring timely identification and support for their health needs.

ADDITIONAL

Right to Work: Global Talent Visa (ILR) Endorsed by the British Academy - NO sponsorship needed

Technical Skills: AI strategy and use-case assessment; quantitative modelling; qualitative research; advanced Microsoft tools; proficient in Python and MATLAB

Languages: Fluent in English and Chinese (Mandarin)

Awards and Certifications: Artificial Intelligence Insights (IBM); Doctoral Consortium Award (Academy of Management, US); Nordic Creativity, Innovation, and Entrepreneurship (Oulu University, Finland)