

**ERIC LIN, CPA (inactive)**

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**ACADEMIC APPOINTMENTS**

- 2023-Present **OBERLIN COLLEGE AND CONSERVATORY** Oberlin, OH  
Chair of Business Program and Associate Professor of Business
- Founding faculty member; grew the Business Program from 15 students and 1 faculty member to 135+ students and 4 faculty members
  - Awarded tenure in 2023
  - Developed and taught courses in accounting & financial analysis, marketing, negotiations, strategy, and innovation
- 2015-2023 **UNITED STATES MILITARY ACADEMY AT WEST POINT** West Point, NY  
Department of Behavioral Sciences and Leadership
- Awarded tenure in 2021
  - Associate Professor, 2021-2023
  - Assistant Professor, 2015-2021
  - Developed and taught courses in accounting & financial analysis, negotiations, human resource management, and innovation

**EDUCATION**

- 2008-2011; **HARVARD BUSINESS SCHOOL** Boston, MA  
2012-2015 Doctor of Business Administration, May 2015
- Thesis Title: *Essays on Human Capital and Executive Compensation*
  - Committee: Boris Groysberg (Chairman), Paul Healy, George Serafeim, Pian Shu
- 2002-2003 **KELLOGG SCHOOL OF MANAGEMENT** Evanston, IL  
**NORTHWESTERN UNIVERSITY**  
Master of Business Administration  
Graduated June 2003, 3.97/4.00 GPA
- 1994-1999 **WEATHERHEAD SCHOOL OF MANAGEMENT** Cleveland, OH  
**CASE WESTERN RESERVE UNIVERSITY**  
Master of Accountancy, specializing in taxation and finance  
Graduated June 1999; 4.0/4.0 GPA  
Bachelor of Science in Accountancy, minor in Philosophy  
Graduated June 1998; 4.0/4.0 GPA

**PROFESSIONAL EXPERIENCE**

- 2015-Present **CONSULTING (Independent work)** Aurora, OH
- *Media* - Advised executive team on corporate and brand strategy and performance transformation
  - *Engineering construction* – Diagnosed performance drivers across geography, team backgrounds, and project types
  - *Healthcare* – Advised executive team on metrics for predicting franchisee performance
  - *Retail* – Advised executive management of one of the largest South American retailers on measuring the impact of front-line leaders, assessing behaviors predictive of store performance
- 2011-2012 **KEYSTONE STRATEGY – SENIOR ENGAGEMENT MANAGER** Cambridge, MA
- Led business model development projects for a pharmaceutical and bioinformatics company

- Designed and executed innovation accelerator pilot for the power generation business unit of a Fortune 100 firm
- Partnered with the incoming president to conduct an organization and leadership diagnostic for a health analytics spinout
- Directed proposal teams for innovation and pricing service lines

1999-2002;  
2004-2008

**MCKINSEY & COMPANY – SENIOR ENGAGEMENT MANAGER**

Cleveland, OH

Partnered with senior management of leading companies in a wide variety of industries to identify strategic opportunities and to capture operational improvements. Leader within the Global Product Development Practice. As a Senior Engagement Manager, I was responsible for leading daily project operations at the client site. Full-time project teams typically included 2-3 consulting associates and 8-20 team members from the client. Developed expertise in industrial marketing, operations strategy, manufacturing, and product development. Representative projects include:

***Construction Equipment – Global Operations Strategy***

- Led plant-floor lean assessments, identifying 30% throughput improvement potential
- Redesigned engine block machining line to improve uptime on bottleneck resources by 40%
- Designed and implemented plant-level transformation programs in two facilities
- Facilitated supplier workshops to identify savings opportunities from integrated initiatives across purchasing, supply chain, and product development

***Mining Equipment – Lean Enterprise***

- Led lean manufacturing diagnostic, identifying 40% throughput performance improvement
- Reduced backlog of product delivery by 20% on bottleneck processes
- Ensured sustained performance gains by coaching shop floor leaders and facility managers in the use of daily visual management boards and shift handoff communication

***Medical Equipment – Lean Transformation and Performance Management***

- Led plant-floor lean manufacturing assessments across 4 manufacturing sites
- Designed and implemented line-side visual performance management in flagship plant
- Conducted multi-site training and implementation of lean programs, involving 20+ change agents across European and North American sites
- Implemented a manufacturing performance management system, linking line-side performance metrics across 4 facilities to plant and corporate-level performance reviews

***Industrial Raw Materials - Marketing and Product Market Strategy***

- Executed pricing diagnostic in both European and North American markets
- Advised senior management on product mix strategy
- Designed and conducted capability-building workshops for client on tactical pricing

***Industrial Engineered Products – Corporate Strategy***

- Led performance diagnostics across multiple business units across global markets
- Conducted new market diagnostics among six new applications for industrial robots
- Designed valuation models to assess projected outcomes among different growth strategies

**OTHER INFORMATION**

- Certified Public Accountant, State of Ohio, inactive
- Advanced training in applied statistical modeling
- Enjoys rock climbing, digital photography, video production, traveling