

Sybil Yang

sy229@cornell.edu

Cornell University 2007- Present

PhD Candidate – Consumer Behavior , School of Hotel Administration

Cornell University 2002 – 2005 (3.6 gpa)

Masters: MBA - Johnson School of Business

Masters: MMH - School of Hotel Administration

University of California, Berkeley 1994–1997 (3.1 gpa)

Major: BS - Business Admin., Accounting & Finance

Minor: Education

TEACHING EXPERIENCE

Culinary Institute of America – Hyde Park, NY

Lecturing Instructor in Business Management 2006- 2007

Full-time faculty member in the bachelor's degree program, focusing on the Business Management department's core Financial Management course. Major topics covered include: Reading financial statements (financial accounting review), time value of money, capital budgeting, working capital, cost of capital, and capital structure.

Full-time faculty member in the associate's degree program, focusing on core the Menu Development course. Major topics covered include: Menu design, planning, pricing, and analysis.

- Developed introductory finance course and curriculum for non-business students.
- Developed teaching notes, practice problems, exams, and case studies.
- Managed and trained three tutors to facilitate student learning.
- Evaluated student work on: exams, written case studies, capstone projects, quizzes and homework.
- Developed case-based curriculum for menu development discussions.

Cornell University – School of Hotel Administration - Ithaca, NY

Graduate Assistant 2003-2005, 2007-Current

Graduate student support for graduate and undergraduate level managerial accounting and financial statement analysis course (HADM6624 with Associate Professor Gordon Potter), and graduate level operations management and restaurant revenue management courses (HADM7703 and HADM606 with Professor Sheryl Kimes).

- Conducted review sessions through lecture and problem solving formats.
- Co-authored teaching cases and case studies based on restaurant industry trends and scenarios.
- Troubleshoot additional student questions through office hours.
- Evaluated student work on: exams, written case studies, and class participation.

Teaching assistant for five undergraduate classes: Introduction to Wines, Food and Wine Pairing Principles & Promotion, the Anheuser Busch Seminar in Quality Brewing and Fine Beer, Restaurant Entrepreneurship, and Guest Chefs.

- Arranged and maintained course logistics for 700-person wine tasting class, 20 person food & wine pairing and beers classes.
- Provided managerial and culinary guidance for 30 person guest chef class.
- Evaluated student business plans and case work based on: financial viability, market and competitive research quality, thoroughness of operational plan.

FINANCE & CONSULTING WORK EXPERIENCE

Revenue Management Solutions, LLC – Tampa, FL

Consultant –2005 to 2006

Statistics-based strategic, price and real estate consulting for multi-unit, multi-brand restaurant chains. Major clients include Disneyland Resorts, Cracker Barrel, O'Charley's, Champp's, Sbarro, and RARE Hospitality. Major projects:

- Quarterly price recommendations and operational analysis for Disneyland Resorts' food and beverage programs. Recommendations and analysis resulted in \$4.1 million of total annual financial impact.
- Alcoholic beverage pricing and performance evaluation for major steakhouse and sports bar chains, impacting over \$80 million in annual alcohol sales.
- Create and present income statement pro formas of proposed new store sites. Pro formas based on statistical relationship between site, demographic and economic variables relative to past store performance.
- Present and explain forecasts, recommendations, and reasoning to C-level executives and operational managers.

SkipStone Ventures, LLC – San Francisco, CA

Business and Market Analyst –2000 to 2001

Fifth member of seed-stage venture capital firm investing in information technology companies.

- Review and analyze 100+ business plans: ERP, CRM, Wireless, and Peer-to-Peer technologies.
- Conduct comprehensive marketing, financial, and competitive due diligence with C-Level management.
- Built extensive pricing and valuation models, competitive market research, and market sizing reports for portfolio companies. Valuation methods include DCF, comparable company and multiples-based valuations.

Salomon Smith Barney – San Francisco, CA

Investment Banking Analyst –1998 to 1999

Sell-side corporate finance analyst for SSMB media and telecommunications investment banking group focused on online media, telecommunications, and traditional media companies. Construct and analyze M&A, valuation, and financing models - using discounted cash flow, and comparable company (relative valuation) methods.

Fidelity Capital Markets – San Francisco, CA

Assistant Specialist –1996 to 1998

Trading assistant for specialist post on the floor of the Pacific Coast Stock Exchange. Execute market and specialist book orders trades for utility and drilling company stocks.

WRITINGS & PUBLICATIONS

Yang, S., Kimes, S.E., and Sessarego, M.M. (2009), “Menu Price Presentation Influences on Consumer Purchase Behavior in Restaurants,” *International Journal of Hospitality Management*. 28(1), 157-160.

Yang, S., Kimes, S.E., and Sessarego, M.M. (2009), “\$ or Dollars?: Effects of Menu Price Formats on Customer Price Purchases,” *Cornell Hospitality Report*. 9(8)

Yang, S., Lynn, W.M., “Wine List Characteristics Associated with Greater Wine Sales,” *Cornell Hospitality Report*. 9(11).

COMPUTER SKILLS

Expert: MS Office, Adobe Illustrator **Intermediate:** Adobe Photoshop, JMP **Languages:** SQL, HTML, LaTeX

HONORS & AWARDS

- Michael Tong Culinary Scholarship Award, 2005
- Banfi’s Vintners Excellence in Scholarship Award, 2004
- Ye-Hosts Hotel School Honors and Dean’s List
- Cornell Poker Championships (CPC) – Co-Champion 2005

HOBBIES & INTERESTS

Outdoor

- Mountaineering / Backpacking
- Rock Climbing
- Snowboarding
- Kayaking (touring, not white water)

Indoor

- Cooking – Culinary and Baking & Pastry
- Poker – before it was popular and on TV
- Violinist (classical)
- Graphic design

NOTE: food & beverage operations resume available upon request.