

RUNFENG (DANIEL) LI

1044 N 3rd Ave, Tucson, AZ, 85705-7476 (520) 247-7644 li.runfeng@163.com

Personal Statement

An energetic and result-oriented graduated student with strong, versatile, and international academic background in crops and soil sciences, turfgrass management, agricultural and resource economics, as well as applied economics and data analysis plus 3+ years' experience in golf industry, business projects, and market research, is proven to a creative and dedicated person with excellent skills included but not limited to problem solving, communication, management, teamwork, deadline-meeting, and quick learning, having great interests in market/business activities, especially amazing in converting industry data into insightful and practical actions for managers as a business intelligence analyst. Daniel's life and work philosophy is "Being a doer and achiever is more promising and convincing than a thinker and planner."

Chronology of Education

	<u>Degree</u>	<u>Date</u>
● University of Arizona, Agricultural Economics	M.S.	Dec. 2015
● Michigan State University, Crop and Soil Sciences	B.S.	May 2014
● Beijing Forestry University, Turfgrass Management	B.S.	May 2014

Honors and Awards

- CALS Grad College Fellowship Oct. 2015 & Jan. 2016
- Cowden, E. Ray Scholarship Aug. 2015 & Jan. 2016

Employment History

Research Assistant/Specialist, Dept. of Agricultural & Resource Economics, under the supervision of Russell Tronstad, Ph.D., Professor, and Extension Specialist Jan. 2016 - Present

- Policy-designing based on growing alfalfa export (accounts for 5% of U.S. total production)
- Conducting an effective risk management on agri-price volatility for Indian farmers
- Quantified 13% higher average U.S. alfalfa price due to its growing export with econometrics
- Geo-visualized an insightful price pattern of U.S. alfalfa using GeoDa and ArcGIS

Research Assistant, Dept. of Agricultural & Resource Economics, under the supervision of George Frisvold, Ph.D., Professor, and Extension Specialist Jan. - May 2016

- Designed and implemented an actionable AZ golf survey with a relatively tight deadline
- Estimated the economic contribution of AZ golf industry in 2014 (eg: \$3.9 billion in sales)

Intern, Grounds Maintenance of Muirfield Village Golf Club, under the supervision of Paul B. Latshaw, MSM, CGCS, Director of Grounds Operations Aug. – Nov. 2013

- Maintained and cooperated daily turf care (eg: mowing) with 60+ people team
- Operated and organized the 2013 Presidents Cup, generating \$45 million revenue

Business Project Experience

Team Leader, Project Contact Opting-Out with AMEX, under the supervision of Gary Thompson, Ph.D., Professor, and Department Head Aug. – Dec. 2016

- Evaluated the cost (Avg. 30% reduction in card spending) and causes (improper contacts) of contact opting-out with advanced statistics in SAS, R, and SQL
- Consulted AMEX with better contact strategies (threshold and proximity) by segmentation

Member, Project Saguaro with Citibank, under the supervision of Gary Thompson, Ph.D., Professor,
and Department Head May – Aug. 2015

- Measured millennial's credit spending behaviors (eg: 34% market share) utilizing big data
- Diagnosed and Compared the market across retailers (eg: retail 1 and 4, highly profitable)

Skills

- Microsoft Office Suite: master in PowerPoint, Word, and Excel
- Statistical Software: excellent in SAS, Stata, R, SPSS and SQL
- Language: fluently speaking and writing in Chinese/English
- Driving: current driving license with a good report
- GIS Software: fluent in ArcGIS and GeoDa
- Data Visualization/BI Tool: proficient in Tableau
- Others: Currently learning DMO, CRM, and CMS

Publications

- Kishore, S., R. Li, and R. Tronstad. 2017. "An Analysis of Selected Agri-commodity Price Volatility: The Case of Indian." Working paper, University of Arizona.
- Li, R. and R. Tronstad. 2017. "Growing Impact of U.S. Alfalfa Hay Export." Working paper, University of Arizona.
- Dubal, D., A. Kerna, G. Frisvold, K. Umeda, and R. Li. 2016. "Contribution of the Golf Industry to the Arizona Economy in 2014." Unpublished, University of Arizona.
- Li, R., R. Tronstad, S. Aradhyula, and G. Thompson. 2015. "Regional Price Variation of U.S. Alfalfa Hay." Unpublished, University of Arizona.