

Liyang GUO

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EXPERIENCE

SIMULAR AI

Singapore

Autonomous computer-use AI agents (Series A, \$27.5M backed by Felicis Venture, NVenture, etc.)

GTM Strategy Intern

July-August 2026

- Owned pricing end to end for the flagship computer-use agent: worked with engineering on the cost-to-serve model, built an interactive margin model to compare billing options, and presented recommendations to founders
- Ran a three-track customer discovery program: built a live interview companion, conducted 20+ customer interviews across five sectors, and identified hero workflows that became the foundation of the company's SEO strategy
- Built the go-to-market strategy and operating model: defined Ideal Customer Profile, the 5-stage customer journey, and 6 operating levers and mapped every activity to an owner to make the gaps visible
- Shaped the value proposition for Simular's first enterprise sales pursuit, translating product architecture into a client-ready story and reusable pitch framework

AI & PRODUCT BUILDING

Paris, France

AI and software products built with frontier AI tools

Builder (github.com/liyang-guo-builder)

2025 - Present

- Built and shipped Roomora (room-ora.com), an AI room-restyling app using Next.js, Supabase and an image-generation API
- Co-built Warmly (thewarmly.com), an MCP-based networking harness for Claude and ChatGPT that supports contact discovery, outreach draft, meeting preparation and follow-up (used by 50+ INSEAD MBA students)
- Built Orra, a local HTML presentation editor that lets users and AI agents edit the same file, with visual editing, live synchronization and desktop packaging for macOS and Windows
- Co-built Alan Sleep and won the Alan Play Challenge at the Alan x Mistral AI Hackathon: a voice agent combining wearable and self-reported data to personalize sleep coaching and support users during night-time wakeups

MONITOR DELOITTE

Paris, France

Strategy consulting practice of Deloitte with 6,000+ strategy consultants worldwide across 30+ countries

Strategy Manager (2022-2025) | Senior Consultant (2020-2022) | Consultant (2018-2020)

2018 - 2025

- Constructed a 5-year go-to-market roadmap for a gene-sequencing biotech startup, incl. target segments and 'where to play / how to win' choices; supported a successful follow-on fundraise
- Led commercial due diligence on a €50M SaaS/IT services acquisition: 25+ interviews with customers and industry experts to validate positioning, win/loss dynamics, and growth thesis
- Built global GTM & pricing strategy for a €13Bn blockbuster pharmaceutical product: modeled 550M pricing scenarios across 10 countries and 11 use cases, identifying ~€2Bn potential incremental revenue opportunities
- Designed pricing principles for a top-10 global pharmaceutical company: 30+ executive interviews to align cross-functional leadership and prepare an ExCom-level communication plan
- Stress-tested €1Bn 2030 revenue ambition for a global consumer health company, identified growth gaps and built a roadmap covering portfolio, channel, and pricing levers

EDUCATION

INSEAD

Fontainebleau, France

MBA Class of December 2026

2026

- GMAT Focus: 675 / 95th percentile
- VP of Building, INSEAD AI Club: facilitated a Claude 101 workshop to help students apply AI tools in study and work

ESSEC BUSINESS SCHOOL

Paris, France

Master in Strategy & Management of International Business

2016 - 2018

TONGJI UNIVERSITY (*Top 10 in China*)

Shanghai, China

Bachelor of Business Administration

2012 - 2016

- Award recipient of "Excellent President of Association" for developing the 'CaiWei' Tea Culture association

ADDITIONAL INFORMATION

NATIONALITY / WORK AUTHORIZATION: Chinese / Work permit in France

LANGUAGES: Mandarin (Native), French (Fluent), English (Fluent)

TECHNICAL COMPETENCIES: AI-assisted development with Claude Code and Codex; API integration, MCP, Next.js, Supabase and Vercel

INTERESTS: Basketball (Captain of college team), Tennis, Ski (advanced level), Skydiving (200 jumps), Reading, Chinese Calligraphy (20+ years of practice)