RICO POON Ph.D.

- Entrepreneui
- Educator
- BusinessLeader



Dynamic and results-driven Entrepreneurship and Business Management Expert with over 15 years of experience in founding and leading ventures, organizational development, performance management, and adjunct faculty teaching in business disciplines. Proven track record in entrepreneurial initiatives, strategic business planning, talent management, and driving operational efficiency through performance systems and innovative teaching methods. Expertise in business psychology, change management, stakeholder engagement, and bilingual communication (Cantonese) to foster multicultural teams and student success. Skilled in Agile and Waterfall methodologies, project management tools like Microsoft Project and JIRA, and delivering business education in higher education settings. Seeking opportunities in entrepreneurship, business management, or academia to leverage leadership, collaboration, and innovation for venture growth and educational impact.

Professional Experience

Chief Executive Officer and Founder ORY International, LC

October 2022 – Present Hybird

- Founded and led an entrepreneurial skincare venture specializing in custom botanical products, overseeing all aspects of business management including product innovation, marketing strategies, financial planning, and team leadership to achieve sustainable growth.
- Applied entrepreneurial mindset and business psychology to implement performance management systems, enhancing team productivity, employee engagement, and consumer loyalty through targeted training and feedback programs.
- Directed multicultural initiatives using bilingual communication (Cantonese) to build inclusive teams, integrating organizational development for cross-functional collaboration and talent acquisition in a startup environment.
- Managed strategic resource allocation and brand development, fusing entrepreneurship with design and communication expertise to create a brand emphasizing innovation, sustainability, and market differentiation.

Adjunct Faculty Berkeley College

December 2023 – Present Woodland Park, NJ

- Taught web design and UI/UX design courses within business and entrepreneurship contexts, developing customized curricula to assess student needs, resulting in a 15% improvement in student performance and practical skill development for digital entrepreneurial applications.
- Delivered interactive lectures and assignments on topics including user-centered design, digital interfaces, and business integration of UI/UX, increasing student participation by 20% and fostering critical thinking for future entrepreneurs in tech-driven ventures.
- Implemented innovative teaching methods tailored to diverse learning styles in design and business education, leading to a 25% increase in student satisfaction and preparation for real-world challenges in entrepreneurial product development and digital management.
- Provided performance feedback and coaching to students in web design and UI/UX, supporting 30% of them in achieving academic and career goals through mentorship focused on business applications.
- Collaborated on curriculum enhancements for design and business programs, improving course quality by 10% and aligning content with current industry standards in entrepreneurship, performance management, and digital innovation.



rico.poon@outlook.com | 929.888.3606

in www.linkedin.com/in/ricopoon/

Skill Set

Management

Communications Management

Human Resource Management

Strategic & Tactical Planning

Project Management

Client Relationship Management

Team Building, Training & Development

Marketing

E-mail / Digital Marketing

Digital Strategy

Brand Development

Search Engine Optimization (SEO)

Creative Direction

Art Direction

Graphic Design

Responsive Web Design

User Experience (UX)

Photography

Independent Consultant Creative 22

settings.

Radford University

management.

Adjunct Substitute Instructor

entrepreneurial applications.

Vice President of Design and Marketing

Citigroup, Commercial Banking US

September 2015 – Present New York City Metropolitan Area

lanuary 2018 – December 2020

July 2007 – January 2015

New York City Metropolitan Area

Radford, VA



Business Psychology
The Chicago School of

Education

Professional Psychology

MASTER OF ARTS

Graphic Communications
Management & Technology

New York University

BACHELOR OF FINE ARTS 2001

2011

1990

Graphic Design

School of Visual Arts

A.A.S.

Accounting
Heald College

Skills

Entrepreneurship

Business Management

Performance Management

Organizational Development

Change Management

Talent Management

Talent Acquisition

HR Management

Employee Engagement

Employee Engagement

Stakeholder Communication

Cross-Functional Team Leadership

Strategic Planning

Project Management

Agile Methodology

Waterfall Methodology

Business Psychology

Adjunct Faculty Teaching

Higher Education Instruction

Curriculum Development

Training and Development

Professional Coaching

Startup Development

...

Venture Growth

Business Innovation

Bilingual Communication (Cantonese)

Budget and Resource Allocation

Process Optimization

Data Visualization

by 25% thr

over 20 campaigns that increased brand awareness by 30% and customer engagement by 25% through strategic business planning.

· Directed entrepreneurial marketing operations within a corporate setting, leading

Led entrepreneurial consulting projects for over 30 multidisciplinary initiatives with clients

like, Ayson Communication and various beauty campaigns, boosting project success rates

• Developed and executed marketing and branding strategies as an independent entrepreneur,

· Managed cross-functional teams in digital business solutions, increasing awareness by

· Instructed courses in business management, entrepreneurship, and performance

· Handled administrative duties for business education, achieving 95% on-time submissions

· Created engaging environments for business learners, boosting participation by 25% and

critical thinking via interactive methods focused on entrepreneurship and performance

while mentoring students on management principles and startup concepts.

improvement, delivering programs that enhanced student metrics by 20% through practical

30% while applying performance management and talent development in entrepreneurial

driving brand engagement by 35%, customer loyalty by 25%, and business growth for clients.

by 40% through innovative business strategies and performance optimization.

• Implemented performance management systems and training initiatives, improving productivity by 15%, employee satisfaction by 10%, and overall business performance.

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 Led cross-cultural teams with bilingual facilitation, enhancing diversity and engagement
- by 20% while applying entrepreneurial approaches to team development and HR strategies.
- Oversaw large-scale business projects, ensuring alignment with goals and efficient delivery through effective management and performance tracking.

Previous Employment History

Freelance Designer / Photographer July 2005 – July 2006

HBO New York City Metropolitan Area

ConsultantApril 2004 - July 2007Ayson CommunicationNew York City Metropolitan Area

Freelance Art DirectorFebruary 2005 – April 2006Push CreativeNew York City Metropolitan Area

Senior Web Design May 2005 – March 2006 **Foundry9** New York City Metropolitan Area

Senior DesignerJuly 2001 – April 2005VIVATIME CorporationNew York City Metropolitan Area

Freelance Senior Graphic Designer

SPSRE Inc.

November 2002 – September 2004

New York City Metropolitan Area