

Larry Yu

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SUMMARY

I'm a business writer and communications consultant comfortable delivering elegant prose, data-rich visuals or inspiring events. What really gets me excited is combining creative problem-solving and engaging communications to develop novel ideas with positive impacts on society.

PROFESSIONAL EXPERIENCE

Independent Consultant

Research and communications (2018 – present)

Develop communications strategies, write reports and features, facilitate multi-stakeholder convenings and conduct research projects for clients across different sectors, with a particular focus on catalyzing positive social and environment impact. Speaker and moderator at events in Boston, Lisbon, Paris, Oxford, Copenhagen.

One Civic Act

Founder (2019 – present)

Launched website to inspire more individuals to increase their civic engagement and contribute to stronger communities.

Kite Global Advisors

Co-Founder and Managing Director (2012 – 2018)

Co-founded Kite Global Advisors, a thought leadership communications consulting agency, born from the conviction that an organization's intellectual capital has the potential not only to set it apart but also to shape positive outcomes on challenges shared within industries, regions and communities. Grounding thought leadership in data – hard research – enables organizations to build commercial opportunities as well as move the global conversation with key influencers. Developed communications and content strategies for NGOs and consulting firms.

- Wrote articles and op-eds appearing in *Harvard Business Review*, *strategy+business*, *Forbes* and other outlets.
- Clients include: global professional services firms; NGOs such as CDP, the World Business Council for Sustainable Development and Carbon Tracker Initiative; impact investors; media firms such as the *New York Times*; event organizations such as the Women's Forum for the Economy & Society; and global corporations in technology, food, finance and other sectors.
- Speaking and panel facilitation at conferences including an Oxford Martin School / Veolia Institute conference (Oxford), the Women's Forum for the Economy & Society Global Meeting (Paris) and the Fresh conference (Copenhagen).

The Milken Institute Review magazine

Managing Editor (1998 – present)

Founding role managing editorial activities for a quarterly journal of economics and public policy.

PricewaterhouseCoopers

Global Thought Leadership Fellow (2008 – 2012); Advisor (2000 – 2008)

Developed KnowledgeConcierge, a content partnership with the World Economic Forum which supported attendees of Davos and other conferences around the world. Edited the firm's Annual Global CEO Survey in 2009 and interviewed CEOs for print and video. Advised on the firm's thought leadership strategy. Wrote reports and developed briefings for the Arab Strategy Forum, the World Islamic Economic Forum and other global events.

Strategy & Business magazine

Managing Editor (1999 – 2000); Editorial Coordinator (1997 – 1999)

Managed editorial activities for quarterly management journal.

Independent Writer / Consultant (1993 – 2006) and Meritage Media LLC (2006 – 2012)

- **Ghost-writing:** Wrote two books on corporate governance for a prominent advisor to boards of directors. Wrote feature articles for *Harvard Business Review* and *Strategy & Business*, op-eds and articles published in *The Wall Street Journal*, *Fortune*, *Leader to Leader*, *Corporate Boardmember*, *Directors Monthly*, *Directorship* and Yahoo! Finance.
- **Writing and Editorial consulting:** Editorial projects for the MIT Sloan Leadership Center, the Dubai Strategy Forum, Knowledge Universe and McKinsey. Developmental editing for published books on facility management and Internet environments. Contributed to *Sloan Management Review's* "Intelligence" section. Analyzed data and produced content on issues such as Internet trends and global affairs.
- **Non-profit consulting:** Partnered with consultants in the sector to build coalitions of human-services agencies and the City of Boston. Wrote funded grant proposals. Conducted focus groups and interviews for program evaluations.

BOARDS

Climate Reality Project – Boston Chapter

Co-chair (2019 – present)

Conscious Capitalism – Boston Chapter

Board of Directors and Programming Committee lead (2017 – present)

Brattle Film Foundation

Board of Directors (2009 – 2015); President (2011 – 2015)

EDUCATION

Climate Reality Project

Trained as Climate Reality Leader in 2017.

Massachusetts Institute of Technology

B.S. in Humanities — Creative Writing (1990)

Coursework also completed for B.S. in Materials Engineering, excepting thesis.

OTHER

Active volunteer (2018 – present) with Climate Coalition of Somerville, Mystic River Watershed Association, Community Cooks and other organizations.