



Executive Biography



Haowen Tan
Consulting Intern

Haowen is a second-year student at Northwestern University, pursuing a dual major in Economics and Data Science. Proficient in business intelligence through data analytics, Haowen excels in working with KPI-based data systems to optimize performance and drive measurable outcomes. He has also explored the innovative applications of generative AI across various business fields, showcasing a forward-thinking approach to solving complex challenges.

In addition, Haowen has extensive experience developing marketing strategies for non-profit and educational organizations in university consulting projects, leveraging data-driven insights to create impactful campaigns.

Originally from Shanghai, China, Haowen spent formative years learning in international schools, which cultivated a strong multicultural and global perspective. This international exposure has shaped his ability to navigate diverse environments and bring unique insights to their work.

Haowen's academic background, combined with hands-on experience, positions him as a dynamic problem-solver with a unique ability to merge analytical precision with creative strategy.

Client Engagements:

Haowen supports 4xi's consulting projects, focusing on the Away From Home Market Research and AI-driven initiatives.

He collaborates with 4xi Consultants to deliver impactful insights and solutions that address client needs, driving positive change and lasting impact.



DATA ANALYTICS



SYSTEMS



MARKETING



INNOVATION



INTERNATIONAL



STRATEGY

