

Tongalag Liu

Strategic Communications | Growth Marketing | Global Stakeholder Alignment

San Francisco, Bay Area • tyngalag@gmail.com • [Linkedin](#)

Authorized to work for any U.S. employer under a renewable work permit. Current authorization valid through 2028.

Strategic brand leader and growth architect with 10+ years driving human-centric innovation across global technology, consumer, and health-care markets. Former founder and current fractional CMO with deep experience building and scaling digital brands, developing go-to-market strategies, and crafting impactful narratives that foster connection and drive results. Successfully led high-growth ventures in the U.S., China, and APAC. Passionate about tech that empowers communities, enhances experiences, and enables meaningful engagement.

Core Competencies

Go-to-Market Strategy | Product Positioning | Cross-functional Leadership | Product Launch & Adoption
Stakeholder Engagement | Investor Communication | AI-Enabled Strategy | Data Analysis & Reporting
Branding | Customer Insights | Messaging Frameworks | Market Research | Digital Growth Campaigns

Professional Experience

Senior Strategist & Fractional CMO

Nov 2021 – Present

Independent Consulting

San Francisco

Led branding, GTM strategy, and stakeholder communication for startups and established ventures across health tech, consumer goods, and cross-border markets, while pursuing a master's program.

- Developed go-to-market strategies for 10+ startups across health-tech, consumer, and AI sectors, resulting in successful fundraising (\$50K-\$500K) and strong early-stage growth.
- Achieved \$1M ARR in 12 months for a client using AI and analytics to better align product positioning, pricing strategies, and cross-channel engagement.
- Drove 35% QoQ customer growth, launching digital-first campaigns on Tmall and WeChat in China.
- Created brand frameworks and investor decks that helped 3 founders secure \$50K to \$500K in early-stage funding.
- Rebuilt and elevated brands, such as Transform VC, Vuples Ventures, strengthening storytelling and market credibility.
- Coached founders on investor relations and narrative strategy to differentiate their firms in saturated markets.
- Translated complex business propositions into compelling communications, improving perception and understanding among users, investors, and stakeholders.

Founder and CEO

May 2015 – Jan 2020

Peau de Fée LLC

San Francisco & Shanghai

Launched and scaled [Peau de Fée](#) - a DTC hair care brand in China, tapping into an underserved \$450M market opportunity. Built a category-defining product that addressed a clear consumer gap, grew the brand from concept to 7-figure revenue, and led it to a successful acquisition.

- Led product development from concept to launch, including R&D of proprietary formulations and user-focused packaging.
 - Scaled multi-channel presence (Tmall, WeChat, Xiaohongshu), driving 65% average YoY growth via digital marketing and influencer collaborations.
 - Implemented customer feedback loops to evolve brand messaging and improve LTV.
 - Secured angel funding, managed P&L, and drove investor communications through growth and acquisition.
 - Built and led a cross-functional team aligned around KPIs, agile sprints, and customer obsession.
 - Created a strong market identity and strategic differentiation - positioning the brand as a premium player in a competitive industry.
 - Oversaw supply chain, logistics, and manufacturer partnerships.
 - Designed and executed communication strategies that drove audience engagement and achieved a 300% ROI.
-

Senior Manager, Corporate Communications

Shengkang Group

Managed corporate communications and strategic initiatives for a high-growth energy technology enterprise with two publicly listed subsidiaries and 1,000+ employees.

Dec 2010 – Dec 2014

New York & Beijing

- Directed International Public Relations and business development efforts across the United States, Tunisia, and Norway, delivering consistent, data-informed narratives that strengthen global partnerships and market positioning.
- Managed strategic planning with cross-functional teams, aligning company messaging with long-term business objectives, ensuring consistency across investor relations, public affairs, and brand positioning.
- Secured a \$50M contract by advising the leadership on corporate narratives that reinforced trust with global partners.
- Developed communication strategies that raised corporate visibility and stakeholder confidence.

Chief of Staff and Investor Relations

China Fine Art Management PE Fund

A private equity fund investing in world-renowned Chinese art.

Apr 2008 – Oct 2010

Seattle & Beijing

- Reporting to the founding managing partners, supported the launch of the cross-border art fund, facilitating operations between the U.S. and China.
- Executed strategic initiatives that strengthened investor relationships and supported critical business decisions, leading to a 2x growth in portfolio value.

Education

Master of Arts, Professional Communications

College of Arts and Sciences, University of San Francisco, United States

Master of Science, Applied Finance

Graduate School of Business, Newcastle University, Australia

Bachelor of Science, Labor and Social Welfare

Chongqing City College, China

Volunteer Leadership

Public Relations Society of America – CFO - Bay Area chapter

2024 to present

Bay Area Advertising Relief Committee Mentor Program – Mentor for junior-level PR professionals

2024

Skills

Languages: Mandarin

Tools: Miro, Canva, Adobe Creative Suite, Figma, Notion, Trello, Jasper.ai, Zoho Analytics, Qlik Sense, Tableau, MS Power BI, Custom GPTs

Digital Communication: Social media, online reputation management, SEO, community engagement, influencer outreach, crisis communication

Interests

Gym, yoga, dance (ballroom & tango), painting, pottery, hiking, wellness, biohacking, tech, art, cultural exploration, and volunteering—plus anything with sunshine, caffeine, or good music.
