

# CHRISTINE CHOI

New York, NY 10172 | 917-797-5222 | [christine.choi@jpmorgan.com](mailto:christine.choi@jpmorgan.com)

## EXPERIENCE

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### J.P.MORGAN CHASE

Senior Product Manager, Growth Financial Products – Affluent Segment Aug 2022 – Present

- Led innovation efforts for reinvention of banking product targeting Affluent customers in conjunction with firmwide multi-year initiative to modernize deposit platform; partnered with Research, Data & Analytics, Finance, Marketing, and other segments in the Product Continuum to design best-in-class product for our most loyal customers and their families
- Responsible for business and product management of Chase Private Client; orchestrated meetings with stakeholders to improve client experience and drive business

Cash Equity Trader, WM Solutions – Equity Trading Mar 2020 – Aug 2022

- Spearheaded business development and product enhancement initiatives for Electronic Trading Service: conducted comprehensive business reviews to identify gaps and establish a growth plan; collaborated with Technology, Trade Support and Investors in revamping offering to better appeal to target clientele, achieving \$5MM in revenues LY (+127% YoY)
- Served as main point of contact for all things ETS: kick-off calls, product suite training & troubleshooting
- Facilitated clients' participation in the global syndicate activities, generating \$62.5MM LY (+27% YoY)

### CITIGROUP GLOBAL MARKETS

Electronic Sales Trader, Americas Equities and ETFs Electronic/Hybrid Execution Aug 2015 – Nov 2019

- Charged with primary electronic coverage of growth accounts in the tri-state area, Asia and LatAm
- Articulated electronic product capabilities: recommended and implemented customized trading solutions to help clients achieve desired execution of single stocks, ETFs and baskets
- Selected to represent electronic desk in the "Channel Merge" pilot program to enhance coverage model and streamline execution channels for a select group of clients: tasked with main sales trading coverage to meet all execution needs – electronic, high-touch/cash, and program

### CITIGROUP GLOBAL MARKETS JAPAN

Management Associate, Pan-Asian Equities Electronic Execution Jan 2014 – Aug 2015

- As trusted partner to offshore broker-dealers investing in Japanese equities, proposed and accelerated client accommodations by liaising with quants, Technology, FIX connectivity and vendors to ensure prioritization of system enhancements and algorithmic customizations
- Hand-picked by Director of Multi-Asset EE Sales to drive e-commerce initiatives across trading floor as part of the Markets e-Sales TF team; performed market-, client- and competitor analysis on rates (JGB) e-commerce, worked with Sales and Trading to define strategic roadmap, and monitored progress

### CITI CHINA

Management Associate, Corporate Sales and Structuring Nov 2012 – Dec 2013

- Successfully managed and promoted structured deposit products to global subsidiaries with local presence

### RBC CAPITAL MARKETS

Summer Associate, Global Investment Banking Summer 2011

- Performed valuation analyses, integrated with multiple transaction and operating scenarios

### CITIBANK KOREA

Product Sales, Agency & Trust, Issuer Services Jun 2007 – Aug 2010

- Developed and cultivated relationships with global corporations participating in international and domestic structured finance deals; oversaw cross-border and local ABS issuances averaging US\$300MM
- Awarded Citi Chairman's GTS Award for Collaboration & Innovation

Account Executive, Securities and Fund Services Oct 2005 – May 2007

- Acted as a main point of custodial contact to offshore institutional clients investing in Korean equities

## EDUCATION

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### THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS

*Master of Business Administration* Concentrations in Finance and Managerial & Organizational Behavior

- Awarded the J.E. Ratner Memorial Merit Scholarship; GMAT: 770 (99<sup>th</sup> percentile)

### CORNELL UNIVERSITY

*Bachelor of Science* in Communication, College of Agriculture and Life Sciences

## ADDITIONAL

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- FINRA Series 7, 63, 55, 24
- Working knowledge of Python; holder of eCornell Python for Data Science Certificate