Maggie Dong

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Manager with seven years of experience in **Sustainable Transportation** across rideshare products, fleet operations, consulting, and the public sector. Proven track record of solving complex problems and delivering high-impact projects with strategic thinking, analytical skills, domain knowledge, and operational efficiency.

EXPERIENCE

Lyft — *EV Program Manager*
Feb 2022 - Apr 2023 | San Francisco, CA

- **Lyft's Express Drive EV program**: Managed a nationwide fleet of ~2k EVs, advising the rollout of marketplace products, accelerating Lyft's compliance metrics by 4x (primary), and maintaining **>85%** utilization (guardrail)

  - **Owned the fleet growth roadmap and execution**. Designed and implemented growth plans to optimize marketplace decisions, improve product attractiveness while meeting regulatory targets

  - **Launched EVs in four new markets with cross-functional partners.** Developed and executed market launch plans. Drove alignment across Product, Science, Policy, Marketing, Operations teams on pre- and post-launch decisions

  - **Drove product developments** to address driver and operation pain points to increase utilization by ~30% while saving $700k ~ $1M costs

  - **Owned program metrics and EV P&L items.** Defined and analyzed metrics. Owned metrics and line items sizing, reporting, and monitoring

  - **Advised EV charging** implementation from research, assessment, sourcing, to partnerships, procurement, and operations

  - **Created operations playbook** to reduce operational frictions and costs

- <u>EV Product Launch</u>: as the founding program manager led a new cross-functional team on MVP rollout, ~3X the primary metric within 3 months post-launch and built the foundational capabilities

- <u>Partnerships</u>: Managed utility partnership accounts. Led negotiations between legal, business, and partners and day-to-day program implementation

Arup — *Zero-Emission Mobility Consultant*
Nov 2016 - Feb 2022 | New York, NY

- <u>Fleet Electrification Product</u>: product owner and MVP developer of Arup's client-facing electrification product to optimize infrastructure sizing and siting

- <u>NYC's First EV Charging Strategy</u>: lead analyst and consultant for Mayor's Office and DOT's first public Fast Charging Strategy. Created a Suitability model to

LEADERSHIP

1st-place Winner of MIT Policy Hackathon (2021)

<u>Selected as Emerging Leader in Transportation by NYU Rudin Center (2019)</u>

Committee Member of WTS International (Women in Transportation)

TEDxXMU Cofounder (2012 - 2014)

SKILLS

Strategy
· Strategy and roadmap development
· Stakeholder mapping
· Operational optimization

Analytics
· Geographic Information System (ArcGIS,
· Data analysis (SQL, Python)
· Financial analysis
· Qualitative research

Visualization
· Adobe Suite
· Tableau
· Power BI

inform the planning and implementation of DCFC stations

- **Go-to-market Strategy for a Micromobility Startup**: product analyst advising a micromobility startup on by-market charging rollout plans

- <u>World Bank Sustainable Mobility Study in Cambodia and Laos</u>: lead analyst, developed frameworks and used smartphone and rideshare data to inform the Bank's capital investment decisions

- Supported **Net Zero Action Plan and Climate Report for Cambridge, MA**, including greenhouse gas (GHG) accounting and targeted action planning

- Assisted **International Finance Cooperation (IFC)** in conducting due diligence on existing Sustainability standards based on applicability in different countries

- **Hong Kong Electric Mobility and Market Strategy**: advised the largest utility in HK on citywide e-mobility strategy an charging infrastructure rollout

- **Los Angeles Cleantech Incubator (LACI) Charging for All**: built a multi-variable siting framework to inform an equitable rollout of charging across LA

NYC Department of Transportation — *Planning Intern*

Summer 2016 | New York, NY | Built Manhattan street spatial database and supported the design review of NYC hurricane recovery program

NYC Department of City Planning — *Graduate Consultant*

Fall 2015 | New York, NY | Analyzed the impact of rezoning on local real estate market

Manhattan Borough President's Office — *Planning Intern*

Summer 2015 | New York, NY | Led research on waterfront resilience and affordable housing

EDUCATION

Cornell University — *Master of City and Regional Planning*

August 2014 - August 2016 | Ithaca, NY | Focus on Urban Technology and Transportation Planning

National Tsinghua University— *Interdisciplinary Program of Social Science and Humanities*

August 2011 - February 2012 | Hsinchu, Taiwan

Xiamen University — *Bachelor of Public Management / Bachelor of Economics*

September 2009 - July 2013 | Xiamen, China