



# Welles Gu

Strategic Finance Professional • FA (Licensed Financial Advisor)  
Personal AI Application Mentor

Shanghai • China

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## Core Experience

May 2022 - Present



### IHG China • Sr. Manager Finance & Business Support

Hospitality • Global company • 10,000+ people

- Partner with the FPS team to improve hotel efficiency and resolve finance-related issues for franchised hotels.
- Provide financial insights that identify hotel challenges and opportunity areas for KPI monitoring.
- Launch initiatives that improve financial returns and strengthen the hotel operating model.
- Drive and support CI and Franchise projects to incorporate new business requirements.
- Partner with COE, IDT, OPS support teams and business experts on process and system enhancement.

Oct 2019 - Jun 2020



### OYO China • Senior Analytical Manager • CXO Office

About 8,000 hotels across eight regions • Led 2 people

- Delivered business and commercial analysis for the China entity.
- Ran CEO/CXO project management to improve communication, process and execution efficiency.
- Built and analyzed Regional GM KPI frameworks across eight regions.
- Managed G&A cost control across people, consulting and office rental.
- Owned global reporting and cross-region communication.

Jan 2018 - Oct 2019



### WeWork China • Senior FP&A Manager

100+ China locations • Led 2 people

- Led annual budgeting and quarterly forecasting for the China entity using Anaplan.
- Supported management on occupancy, quality of revenue, pricing and discount decisions.
- Owned P&L analysis and monthly reporting for more than 100 China locations.
- Analyzed revenue and cost KPIs including rent, labor, opex and capex.
- Built a five-year planning model and forecast.
- Delivered real-estate pro-forma and investment-model analysis.
- Provided Anaplan, Workday and Looker support and training across functions.

## Capabilities

### AI Skills (Proficiency)

|                 |     |
|-----------------|-----|
| ChatGPT (Codex) | 95% |
| Claude Code     | 85% |
| Workbuddy       | 85% |

Uses AI tools to create professional presentations and AI-enhanced resumes, personal websites, 3D travel-album apps, investment-planning strategies, music players and appointment reminder systems.

### Work



### Personal Investment

|    |                                                   |
|----|---------------------------------------------------|
| 01 | *****<br>Family Asset Allocation & Management     |
| 02 | *****<br>Financial Statement Review & Analysis    |
| 03 | *****<br>Personal Investment Strategy Development |

Entrepreneurship



Jun 2020 - May 2022

**Mr. J Financial Intelligence Academy**

Founder · 1,000+ learners · 40+ original lessons

Fundamentals 10 · Practical Investing 10 · A-share Research Club 10 · Fund Investment Camp 5 · Hong Kong IPO Subscription 5



Apr 2026 - Aug 2026

**Mr. J AI Magic Academy**

Founder · 100+ learners · 6 original AI lessons

AI Magic Theory · AI Tools-Companion Agents · AI Tools-Lobster · OPC One-Person Company · AI Fund Investing · AI Stock Investing

Earlier Experience

Jun 2014 - Dec 2017



**C&A China · Financial Analysis Manager**

About 80 stores · Led 1 person

- Led annual budgeting, quarterly forecasting and monthly business reviews.
- Analyzed campaigns, new-store investments and decision models.
- Supported risk management through capex, rent and labor-structure analysis.

Nov 2011 - Jun 2014



**Costa Coffee China · Senior FP&A**

About 300 stores

- Led annual budgeting and strategic planning.
- Built feasibility-study models and participated in new-opening decisions.
- Delivered business reviews plus campaign, product and competitor analysis.

Sep 2010 - Oct 2011



**China Lodging Group · Financial Analyst**

About 800 hotels

- Supported regional budgeting and sales-variance analysis.
- Analyzed occupancy, RevPAR, ADR and operating costs.
- Reviewed hotel pre-opening costs and major competitors.

Mar 2005 - Aug 2009



**HP China · Intercompany / Fixed Assets Team Leader**

Led 3 people

- Managed intercompany settlements, reconciliations and ageing balances.
- Led the China annual fixed-asset physical count.
- Trained business finance and asset coordinators on fixed-asset management.

Education

- Shanghai University of Finance and Economics · Bachelor / Economics · Sep 2000 - Jun 2004
- CET-6 · English language certification

Tools & Systems

Excel

PPT

Tableau

SAP

Anaplan