Meet the MBA Class of ’28: Wei-Shiang Lin

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Wei-Shiang Lin

A marketing-focused MBA candidate with B2B seafood experience in sales performance and product profitability, combining consumer insight, analytical skills and relationship-building strengths to drive CPG and Food & Beverage brand growth.

Undergraduate Institution:
National Chung Hsing University

Fun fact about yourself:
I can make the sound of a motorcycle with my mouth.

Work experience you're most proud of:
During a seafood wholesales internship, I analyzed monthly sales results to identify sourcing opportunities and supported Sales Director in researching two potential suppliers in India for business expansion.

Why did you want to pursue an MBA:
I wanted to pursue an MBA because I wanted to learn more about different aspects of business and strengthen my marketing background. I hope this broader business knowledge can help me make more strategic and data-informed marketing decisions and develop better marketing campaigns. I also wanted to immerse myself in an international environment and work with students from different backgrounds to discuss business cases and learn from their perspectives.

Why did you choose Freeman:
I chose Freeman because it provides a solid and well-rounded curriculum. Also, it offers a lot of career support and resources for students. Most importantly, Tulane gave me a very welcoming and friendly feeling, which made me feel that Freeman was the right place for me.

Where do you want to be in five years:
In five years, I hope to be working in a marketing role in the CPG or technology industry, either in the U.S. or back in my home country. I hope to gain international work experience and apply what I've learned from my MBA to my career.

What do you like to do in your spare time:
In my spare time, I enjoy playing different kinds of sports, making scrapbooks to record my journeys and memories, and watching movies.