



ERISA HYSI

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SUMMARY

Results-driven executive with a proven track record of launching, scaling, and driving global growth for disruptive language service ventures. Combines strategic vision with analytical rigor and cross-functional collaboration to optimize product portfolios, enhance customer experiences, and deliver significant revenue growth. Expertise in market research, competitive analysis, go-to-market strategies, and financial modeling.

WORK EXPERIENCE

Lingua Serve | Houston, TX. Head of Global Growth CEO/CO-FOUNDER **Jan 2020 - Present**

- **Market Penetration:** Spearheaded global expansion into 50+ countries, achieving 150% market penetration growth within 4 years.
- **Revenue Generation:** Drove substantial revenue growth through targeted sales and marketing initiatives, effective cost management, and rigorous financial oversight.
- **Product Strategy:** Championed the development and implementation of cutting-edge language processing technologies, enhancing product offerings and maintaining a competitive edge.
- **Strategic Partnerships:** Established key partnerships with global stakeholders, adapting services to diverse cultural contexts and optimizing market reach.

Rice University | Houston, TX. Assistant Researcher **Feb 2015 - Dec 2020**

- **Research Contributions:** Conducted groundbreaking research on protein engineering, resulting in publications in peer-reviewed journals.
- **Technical Expertise:** Developed and optimized protocols for protein purification, characterization, and structural analysis using advanced techniques (X-ray crystallography, mass spectrometry).
- **Collaborative Approach:** Partnered with interdisciplinary teams on experiment design and execution, contributing to the advancement of scientific knowledge.

EDUCATION

Bachelor of Arts with Honours **Aug 2015 - May 2019**

University of St Thomas, Houston TX

- Major in Biological Science with Pre-Med Focus.
- Minor in Political Science .

MBA in Finance and International Business **May 2021 - May 2024**

University of St Thomas, Houston TX

- Relevant coursework in Strategic Management and Finance Management for Multinational Organizations

ADDITIONAL INFORMATION

- **Product & Portfolio Strategy:** Market research, competitive analysis, financial modeling, product lifecycle management, go-to-market strategies.
- **Business Development:** Sales & marketing strategy, revenue growth, strategic partnerships, customer acquisition and retention.
- **Cross-Functional Collaboration:** Facilitation, stakeholder management, communication, project management.
- **Data-Driven Decision Making:** Analytical thinking, data interpretation, financial modeling, performance tracking..
- **Languages:** English, Albanian, Spanish
- **Awards/Activities:** Actively participated in the "Innovation for Tomorrow" community outreach program, promoting STEM education and inspiring local students.