



2024 College of Engineering Distinguished Alumni Award

Mr. Timothy Li



We are proud to Spotlight ISE alum Timothy Li, who has been awarded the 2024 Charles W. Davidson College of Engineering Distinguished Engineering Alumni award. The award will be presented at a college ceremony on April 15th, 2024.

Tim's thoughts on receiving this award:

"It's an honor to be named as Charles W. Davidson College of Engineering's Distinguished Alumni this year. It's a humbling experience and I want to give my thanks to the Industrial Engineering Department and all of the faculties and staff that helped me to become an engineer 20 years ago. I personally know a lot of my peers that are far more deserving of this recognition, so I want to thank all of them as well for their friendship and constant encouragement to do the right thing. This incredible recognition gives me the courage to do more in the field of industrial and systems engineering. As we live and thrive with more and more complex systems around us, I encourage everyone to start new conversations around this unique practice. Thank you. Timothy Li, Class of 2003"

Timothy Li graduated from SJSU with a BS ISE degree in 2003. He followed this up by earning a Masters in Operations Research at USC (2004). In his early career, Tim held various executive positions in consumer and small business lending companies such as JPMorgan Chase, Quick Bridge Funding, Realty Mogul, LoanDepot and Think Finance. In 2016, Tim founded MaxDecisions, Inc. and serves as CTO. The company provides marketing analytics, fraud and credit risk management and portfolio and operational optimization to the banking, financial services, and online lending sectors. Tim is now a highly successful entrepreneur who is passionate about innovating in Financial Technology. He is engaged as an investor and advisor in several other startups. He is also currently an adjunct faculty member at the USC Viterbi School of Engineering.

Award story continues on the next page....



Timothy Li, cont.

Over the past 5 years, Tim, and his wife, Vy (who is also an ISE 2003 graduate) have become generous supporters of the ISE department, the College of Engineering, and SJSU as well. This began in earnest when Tim and Vy came to San Jose for the ISE Alumni Banquet in 2017. As they participated in this event, they say, they were significantly and immediately struck by the continuing feeling of “family” that the department represented to them. That feeling has resulted in several generous gifts to the department to support three subsequent annual alumni reunions and the ability of student leaders to travel each year to participate in the annual IISE international meeting.

Notably as well, the Li’s have gifted funds to the Department for the naming of the **Timothy and Vy Li Laboratory for Industrial and Systems Engineering** (Eng. 194). The naming funds have allowed the department to purchase equipment, support startup funds for new faculty, and to develop projects in the lab that support many courses throughout the ISE curriculum. In addition, Timothy has also donated to the college engineering student showcase event and serves as an advisor with Research and Innovation to support innovation at SJSU.

Tim’s support is not only financial. He serves as a member of the ISE Department Advisory Council (DAC), is an alumni mentor for ISE students, and is active supporter for the department’s ABET accreditation activities. Tim has delivered 4 SJSU College of Engineering commencement speeches (3 online and 1 in-person) during and since COVID days. His generosity and support to the Department and the College are deeply appreciated and truly making a difference.

Tim is also very passionate about his family. He and Vy are raising four lovely 4 kids. The kids keep Tim and Vy active, creating daily opportunities for new excitement and challenges.