



Wilson Lin

Binghamton University Class of 2014

What degree did you earn?

B.S. in Management with a concentration in MIS.

Where are you working right now? How did you choose your career path after graduation?

During my time at Binghamton, I worked with some friends on our consulting company, where I tackled software and user experience design. After about a year of freelance consulting, I landed back-to-back internships at Google and Salesforce, eventually taking the full time offer at Salesforce instead of going through my senior year.

During my two years at Salesforce in San Francisco, the travel bug bit me hard. Almost every weekend I was escaping the city, either on a camping trip or taking a quick peek at another country. Eventually, a combination of my curiosity to see the world and my desire to grow my own company led me to create [Serac](#).

Now, I design and sell camping hammocks on the internet while I travel around the world hanging out in one.

What projects are you currently working on?

As an internet marketer, I need to sell products to make money. This starts with the top of the marketing funnel – getting eyeballs on the page.

Traffic generation is my daily job and it gets the creative juices flowing. Every day, I hatch new plans to get more people visiting our site. It might be through our Instagram page, paid advertising, or by optimizing search engines such as Google and Amazon. Then, through testing different variables on the product page, such as image, call-to-action copy, description, and pricing, I try to convert the traffic into customers.

Have you been involved in any community service experiences during your career?

Salesforce was huge on volunteering and giving back to the community. Every employee was given six VTO (volunteer time off) days. This means you are getting paid to volunteer for six days instead of working in the office. Plus, when that's completed, they'll donate \$1,000 to a non-profit of your choice.

I took advantage of my VTO after the Nepal earthquake. After running a fundraising campaign and raising money for [100 tents](#), I sent them over to Nepal and hopped on a plane. When I arrived, I teamed up with local Nepalese youth groups to focus on rebuilding and research efforts.

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What about your job motivates you?

As an avid camper, hammocks quickly became a must-have in my arsenal and outright replaced my tent. This is a niche that I love; it really doesn't feel like work. Especially when it comes to producing advertising and product images – that's just an excuse to go on another adventure. Being an internet company gives me tremendous flexibility. I can be anywhere in the world and work on my business, and I took advantage of that over the last year. I've been working from Thailand, Nepal, China, Taiwan, Turkey – wherever I can find a decent Wi-Fi connection.

serac

What do you consider to be your most important accomplishments post graduation?

I often find myself lost and confused. This usually happens when I travel alone without a researched itinerary or plan. It's exciting now, but it used to be pretty terrifying.

Since graduation, I have intentionally landed myself in uncomfortable positions and places. This could be something as simple as trying bizarre foods or as reckless as being the first person on the Tahoe Rim Trail after a four-foot blizzard. Doing something uncomfortable every day helps me think quicker and adapt faster to challenges that spring up in daily life. Flexibility and adaptability are crucial skills for navigating through life, and I'm glad I started working out those muscles after graduation.

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What are some of your hobbies and interests?

You'll find me trekking through the wilderness during 99% of my free time. I fell in love with the outdoors the moment the plane touched down in California.

Whether it's camping, hiking, diving, surfing or just a day hike in a local forest, there's no better feeling than being outside. The most rewarding feeling of all is standing on the summit of a mountain.

How have your experiences at Binghamton helped you in your career?

The greatest paradigm shift of my life came while I was in Binghamton. It started with a simple doodle on a napkin while I was zoning out during a meeting, followed by a whisper of, “Hey, you should learn how to do that in Photoshop.” That one moment spun me around 180 degrees, from pursuing a CFA to eventually designing the first Salesforce app for the Apple Watch.

My friends and fraternity, Alpha Kappa Psi, have not only been great supporters, but also my business partners, mentors, mentees, and even clients. Building a large social circle and exposing myself to many different perspectives was the most important experience for me at Binghamton.

Do you have any advice for current Scholars and/or new professionals?

Consider your options outside of the traditional 9-5. There has been no other time in the history of the world where opportunities and the knowledge to take advantage of those opportunities are so readily available. A quick internet search can teach you anything you ever wanted to know. There are so many proven business models that will make you the same money (and a ton more) as your corporate peers, but you'll be hustling on your own time.



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It may be tougher and definitely more stress-inducing at first than sitting at a desk job zombiefying away, but trust me, it's so much more fulfilling. So, figure out what you want to do and design your own lifestyle. ■

This Alumni Spotlight was created by VPMR Hannah Hersch.