

## EXECUTIVE PROFILE

A seasoned professional in business development, with a proven track record of growing sales and securing high value commercial projects. Inspired by Don Norman 's Design of Everyday Things and guided by a passion for enhancing customer experiences, taking a deliberate career break to actively pursue mastery in UX Design, web development and Data analytics serve to enhance my skill set, empowering me to implement customer-centered strategies effectively and utilize tools such as Google Analytics, root-cause analysis and persona to identify customer pain points and create seamless customer experiences for products and services.

## SKILLS

Business development  
Client relationship management  
Proposal (solution) management  
Data Analytics  
Digital Marketing  
User Research

## DESIGN SKILLS

Figma  
Adobe XD  
Google Analytics Platform  
HTML, CSS and JavaScript  
Wordpress  
Webflow  
Bravo Studio

## CERTIFICATE

- Google UX Design Specialty  
- Basics of Web Development & Coding by University of Michigan  
- Meta Media Buyer Professionals  
- Google Analytics Certificate

## EXPERIENCE

### **Sr. Account Manager | Forrester**

2017-2022 SHANGHAI, BEIJING

- Achieved over 95% of annual targets in the first year and surpassed 150% in the year prior to departure.
- Secured the China office's highest-value consulting project and closed another high-value engagement-the fastest turnaround within one month.
- Managed key accounts for leading Chinese enterprises, including Lenovo and Air China, driving successful contract renewals and long-term client retention.
- Led new business efforts, establishing partnerships with multinational corporations and innovative tech firms such as Mastercard, EY, ViewSonic, MovieBook, Encoo Tech, Shuinfo DTC, and nEqual.
- Expanded market presence across diverse industries, including technology, aviation, consulting, and financial services, broadening the firm's commercial footprint.

### **Business Development Manager | Solidiance**

2015-2017 SHANGHAI

- Led the development of the 2017 white paper "*Who Will Survive China Healthcare Reform*", enhancing the firm's thought leadership and leveraging it as a strategic B2B marketing asset to strengthen brand positioning and drive sales lead generation.
- Expanded the client base and generated high-quality leads by representing the company at key industry events-including forums supported by the Financial Times, Siemens, and United Technologies-and by cultivating strong professional networks (e.g., AmCham, CEIBS) while deepening engagement with existing clients.

## EDUCATION

Rotterdam School of Management, Erasmus University  
The Netherlands MBA

## LANGUAGES

Mandarin: mother tongue  
English: fluent

- Expanded the client base by 2x within one year, gaining access to major new prospects, including Edwards Scientific, Atlas Copco, and leading Chinese SOEs such as Baosteel and SinoChem.
- Played a key role in achieving 30–35% year-over-year company growth following my onboarding.
- Built strong relationships with senior decision-makers across client organizations, driving account growth, renewals, and long-term retention.

### **Sr. Business Development Account Manager | Euromonitor International**

2010-2015 SHANGHAI

- Cultivated and deepened relationships across multiple business functions by leveraging Euromonitor's full suite of services with key strategic clients, including P&G, Nestlé, Walt Disney, Yili, Whirlpool, and Tetra Pak.
- Managed and retained existing clients by ensuring contract renewals and overseeing the entire sales management process with strategic accounts. Responsibilities included prospecting, territory management, consultative research support, product demonstrations and training, multi-stakeholder business case development, objection handling, and contract negotiation.
- Contributed to a 70% growth in Euromonitor China's business within one year of joining in 2010, consistently achieving 100% of personal annual sales targets.

### **Director of Committee & Program | European Chamber of Commerce Taipei (ECCT)**

2002-2008 TAIPEI

- Coordination of meetings for 24 industrial committees, encompassing areas like Automotive, Banking, Taxation, Human Resources, and more.
- Identified and invited speakers whose expertise aligned with the interests of ECCT member companies, such as bringing in KPMG experts to provide crucial updates on Taiwan's taxation regulations during sessions
- Oversaw multiple projects, notably the 'Champs-Élysées in Taipei' initiatives spearheaded by the Luxury Goods Committee, securing a substantial budget approval of €35,000 allocated by the Taipei city government.
- Led the launch of the ECCT SME Centre, sponsored by HSBC, to support and promote business services provided by SME members. The Centre offers valuable connections and exclusive market insights-resources that are often difficult or expensive for European SMEs seeking to enter the Taiwan market.

### *Marketing & Event Manager (2003-2005)*

- Sold advertisement spaces across Euroview magazine, website, and newsletters, as well as within the Membership Directory.
- Coordinated prominent events like the Europe Day Dinner, International Charity Golf Tournament, and EuroFeast (in collaboration with Taipei European School), successfully securing event sponsors.
- Drove membership growth by 30%, actively recruiting new members compared to the previous year.

### *Membership Relations Officer (2002-2003)*

- Provided quality customer service including providing information and dealing with various request from members
- Administrated and maintained membership database
- Responsible for production of Membership Directory including finding external sponsors, via advertisement recruiting, to reach break-even and make margin

### **Trainee | TIM S.A.**

2001-2002 WROCLAW, POLAND

(International Internship Program via AIESEC)

- Delivered consistent customer service by addressing member inquiries and fulfilling diverse requests promptly.
- Managed and upheld the membership database with accuracy and efficiency.
- Oversaw the production of the Membership Directory, securing external sponsors through advertisement recruitment to achieve a break-even point and generate profit margins.

### **EXTRACURRICULAR ACTIVITIES**

1998-1999

- Vice President of the Local Committee at AIESEC in Taiwan, Min Chuang University. AIESEC, recognized as the world's largest student organization, serves as an international platform empowering young individuals to explore and cultivate their potential, fostering a positive impact on society. Learn more at [www.aiesec.org](http://www.aiesec.org)
- Coordinating team members for the AIESEC TOMODACHI '98 study tour alongside the Kyoto University local committee