

EXECUTIVE PROFILE

A UX designer and digital strategist with a background in B2B sales and business development. I help SMEs integrate AI tools like Google AI Studio, Cursor, and Vercel v0 to automate workflows and boost efficiency. Certified in Google UX Design and Google Analytics, I use data-driven methods like GA4, Hotjar, VWO to optimize user journeys and drive conversions. Skilled in root-cause analysis, user journey mapping, and the Jobs-to-be-Done framework, I align user needs with business goals. I simplify tech complexity so clients can focus on growth, delivering seamless digital solutions that enhance user experience and business performance.

SKILLS

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

DESIGN & TECH SKILLS

Figma
Adobe XD
Google Analytics Platform
HTML, CSS and JavaScript
Wordpress
Webflow
V0 by Vercel
Google AI Studio
Cursor

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

EDUCATION

Rotterdam School of Management, Erasmus University
The Netherlands MBA

LANGUAGES

Mandarin: mother tongue
English: fluent

clients.

- 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
- Coordinating team members for the AIESEC TOMODACHI '98 study tour alongside the Kyoto University local committee