
EDUCATION

2011 - 2013	IESE BUSINESS SCHOOL Master of Business Administration (MBA Program)	BARCELONA, SPAIN
2001 - 2005	NATIONAL TAIWAN UNIVERSITY Bachelor of International Business Management and Marketing	TAIPEI CITY, TAIWAN

EXPERIENCE

Jun. 12 - Aug. 12	JOHNSON & JOHNSON <i>International Recruitment & Development Program (IRDP) Summer Intern</i> <ul style="list-style-type: none">Designed an organizational process to improve information flow among sales representatives, marketing and internal training, medical affairs and education teams in order to enable sales force to effectively target medical professionals.Developed 1 year action plan, which included cross-departmental coordination platform, and key departmental resource requirements, in order to implement new organizational process.Analyzed the marketing campaign of a strategic dermatologic drug, and proposed practical tactics to increase patients' awareness of the disease and encourage patients to consult with physicians.	BEIJING, CHINA
Jun. 12 - Jun. 12	NOVARTIS INC. <i>Summer intern</i> <ul style="list-style-type: none">Participated in Interlife, a public-private partnership between Novartis and Kenyatta National Hospital (KNH), and represented Novartis to work with local hospital staff at KNH.Optimized the allocation of available resources for kidney transplantation surgery, resulting in reduction in frequency of patient visits by 50%, and reduction in patients' waiting time by 60%.Presented a proposal to KNH executives to resolve the inadequate and untimely supply of equipment for dialysis service and to optimize the allocation of medical resources amongst patients.	NAIROBI, KENYA
2009 - 2010	TRANSCEND INFORMATION INC. Publicly listed Taiwanese manufacturer of memory modules and computer peripherals with twelve global sales branches (EUR 105M annual turnover, 2,200 employees) <i>Account Manager</i> <ul style="list-style-type: none">Managed a EUR 6.2M (annual revenue) Taiwanese account and promoted a wide range of computer peripherals including pen drives, memory cards and MP3 players to key customers, such as Carrefour, Yahoo!, PChome, etc.Directed pricing strategies and sales campaigns, and analyzed the customers' preferences to optimize the product mix within the online sales channels. These strategies resulted in tripling of PChome's sales revenues within 6 months.Doubled the sales revenue (to EUR 1M per annum) of key account Yahoo! by initiating and developing the first Transcend online flagship store.Analyzed the market size, potential, and customer preferences for a new storage device, "Security Drive". Based on market analysis, "Security Drive", launched in 2010, incurred sales of EUR 150K in the first 6 months.Achieved EUR 150K sales revenue in six days by planning and executing a marketing campaign for mainstream products in a regional trade fair.	TAIPEI CITY, TAIWAN
2007 - 2009	NEC TOKIN TAIWAN CO., LTD. Taiwanese and Chinese regional sales office for NEC Japan, the world's largest tantalum capacitor (PC component) manufacturer (EUR 620M annual turnover, 10,662 employees) <i>Sales Representative</i> <ul style="list-style-type: none">Generated EUR 28M of revenue per annum in tantalum capacitor business by meeting customer demand, offering reasonable prices to win orders, and providing comprehensive after-sales service.Negotiated quarterly contracts with major customers, including Quanta, Foxconn, Compal and Wistron.Coordinated amongst factory staff in Bangkok, tech-support and pricing teams in Tokyo, to ensure customers received appropriate and cost-effective solutions.Led a six-member team to introduce and promote new products to major projects at DELL, ACER and HP. Increased market share by 8%, generating an additional EUR 5.8M in annual profit.Resolved an urgent specification problem with DELL by coordinating in-house and customer engineers across Taiwan, Japan and U.S., thus avoiding a potential loss of up to EUR 9.2M per annum.	TAIPEI CITY, TAIWAN

LANGUAGES

Mandarin: Mother tongue
Taiwanese: Mother tongue

English: Excellent
Spanish: Basic

GENERAL INFORMATION

- Won "Daktarin's customer base expansion plan" Case Competition in 2012 IRDP Internship Program.
- Led a department baseball team as a deputy captain in college (2004) and awarded "Most Valuable Player" in local tournament.
- Hobbies: Cycled 1,000 miles around Taiwan, including two 3,000M mountain passes. Avid baseball and basketball player.