

ZHANG LE

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INTERNATIONAL SENIOR EXECUTIVE US-ASIAN MARKETS • START-UPS and TURNAROUNDS • BUSINESS DEVELOPMENT

- High-profile senior executive extensively experienced in delivering bold marketing, communications and business-development programs for US and Asian interests.
 - Savvy marketer who initiates and develops profitable B2B relationships for leading clients in the region.
 - Profit-minded professional who drives aggressive revenue growth and market entry/expansion by using talent for connecting mission, product and service to untapped niches.
 - Exceptional communicator who brings multicultural and trilingual (Mandarin-Cantonese-English) advantages in leveraging relationships with senior corporate and public leaders.
 - Skilled negotiator who gains the edge in hammering out viable agreements by easily navigating diverse cultural environments.
 - Motivated achiever who earned Excellence in Marketing Award and recognition by the Chinese government and private industry for outstanding contributions to promoting Chinese tourism worldwide.
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EXECUTIVE SUMMARY

- Pioneered corporate barter in China, capturing up to a 50 percent yield on contracts 11 months after startup.
 - Grew market reach of two Chinese start-ups, achieving combined sales of US\$8.5M in little more than a year.
 - Boosted tourism revenues 30 percent by creating a cohesive, cross-platform media and marketing program.
 - Negotiated and won two contracts worth US\$25M for leading global marketing-communications firm.
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AREAS OF EXPERTISE

BUSINESS DEVELOPMENT STRATEGIES • P&L MANAGEMENT • INTEGRATED MARKETING PROGRAMS

Mission-Based Strategic Plans • Operations Management • Senior-Level Relationship Building • Entrepreneurship
New Market/Channel Development • Product Positioning • Joint Ventures/B2B Alliances • Client Acquisition
New Business Initiatives • Product/Program Rollouts • Creative Sales Plans • Advertising and PR Campaigns
Branding • Turnaround Management • Budget Management • Financial Performance • Regulatory Compliance
Cost Controls • Quick-Response Planning • Outsourcing • Negotiations • Contract Development • Team Building

EXECUTIVE PERFORMANCE HIGHLIGHTS

CONCEPTUALIZED AND LED WORLD-CLASS MARKETING CAMPAIGN FOR CHINA'S THIRD-LARGEST INDUSTRY

As a senior member of executive-management team for Chinese Ministry of Tourism, transformed corporate culture from a "good will" paradigm to a well-integrated, award-winning marketing model.

Value Added and Results Attained

- Turned around marketing efforts by refining business plan that boosted tourism sales by 25 percent.
 - Designed and repackaged all collateral marketing communications, including advertising, public relations and promotional programs and materials.
 - Skillfully structured integrated theme for worldwide implementation.
 - Created multidimensional marketing concept to grow revenues by targeting special interest groups with allure of China's cultural tapestry.
 - Established and chaired marketing committee, which included multi-disciplinary teams at multiple sites.
 - Contained costs by linking corporate mission to unified operations, marketing, and communication efforts.
 - Introduced first-time direct event and telemarketing programs into mix as new selling tools.
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DROVE WINNING INITIATIVE AGAINST TOP COMPETITORS AND SECURED LUCRATIVE CONTRACTS

Retained by global giant in marketing communications to leverage expert negotiation and relationship-management skills and represent them at the table to broker and win domestic-agency bidding rights.

Value Added and Results Attained

- Lobbied at the most senior levels to gain two profitable contracts, competing against nine top-tier agencies.
 - Conceptualized marketing theme for coveted China Ministry of Tourism contract.
 - Optimized account management by structuring joint venture between international ad agencies.
 - Supported local service delivery by deploying global resources.
 - Designed and executed comprehensive business development and implementation plan.
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DEMONSTRATED PROFOUND UNDERSTANDING OF INTERNATIONAL BUSINESS PROTOCOLS BY RECONCILING COMPLEX CONTRACTS

As principal of multi-channel international consulting company, represented Asia's largest, privately-held energy company to iron out complex contract issues among key players.

Value Added and Results Attained

- Mediated discussions that resolved rights for a promotional merchandising campaign tied to major film studio feature release.
 - Applied troubleshooting expertise to renegotiating rights that united mutual interests.
 - Created ground-up marketing strategy and landed US\$40M in new sales within six months.
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LED STRATEGIC MARKETING LAUNCH AND CORPORATE MANAGEMENT OF INTERNATIONAL TRADE STARTUP

As Managing Director of International Ace, Inc., launched and successfully accelerated its entry into local market.

Value Added and Results Attained

- Pioneered "corporate barter" concept as financial solution to Chinese companies, securing US\$4M in new business at up to a 50 percent margin within 11 months of operational start-up in China.
 - Played key role as principal architect of negotiations with media outlets, obtaining re-market of excess inventory in exchange for placing client's advertising costs at a 3:1 value ratio in air/space time.
 - Personally brokered promotion with pharmaceutical firm, resolving client-imposed re-marketing limitations.
 - Led sophisticated presentations to C-level executives that resulted in revenue-generating contracts with leading consumer-products companies.
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WROTE AND IMPLEMENTED BUSINESS PLAN FOR STARTUP JOINT-VENTURE AND QUICKLY EXPANDED INTO US MARKET

Led startup joint venture to process and export Asian food products via wholesale/retail channels in the US.

Value Added and Results Attained

- Targeting key US wholesalers, grew Asian Treats from zero at inception to US\$4.5M in annual revenues within 15 months
 - Developed innovative incentive and benefits programs that increased yield by 30 percent and reduced costs by 20 percent with minimum turnaround time and without layoffs.
 - Attained annual production targets by negotiating favorable raw material and finished product prices.
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STRUCTURED AND NEGOTIATED CREATIVE CO-OP AGREEMENTS WITH US/CANADA CHANNEL PARTNERS

As North American Regional Director, created savvy marketing programs to increase tourism to China from the US and Canada. Implemented “partners in growth” to stimulate interest with educational and sales incentives.

Value Added and Results Attained

- Initiated and managed talks with CEOs of major airlines, increased airlift capacity by 30 percent and expanded into nine new North American markets.
 - Structured US\$6M in co-op advertising deals with airlines that promoted lesser-known destinations, increased off-season business, and matched investment dollars to broaden “hard-sell” ad exposure.
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DEVELOPED BRANDING EFFORT FOR US-LED BROADCAST ENTERPRISE INTO ASIAN MARKETS

Fused multiple corporate promotional strategies into a cohesive “one voice” marketing campaign for broadcast enterprise established by five major Hollywood film studios to bring cable TV to Asian markets.

Value Added and Results Attained

- Secured agreements with independent cable carriers in Singapore, Hong Kong, Malaysia, and India to carry five channels.
 - Implemented strong branding that increased market awareness and ROI marketing value.
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PROFESSIONAL HISTORY

Principal/Senior Consultant, ZLE INTERNATIONAL CONSULTANTS, New York, NY, 1996 to present

- Own and operate management consulting practice representing key Asian and US-based corporations in processed product energy, broadcast, advertising, PR, finance, tourism, and Internet industries.
- Provide strategic planning, international business development, marketing, corporate communications, sales and general-management services to companies globally.
- Plan and manage complete engagement cycle – from initial contact with C-level executives, project proposals, fee structuring and negotiations, to service and product deliveries.

Managing Director, INTERNATIONAL ACE, New York, NY, 1993 to 1996

- Managed market entry of international barter and trading company currently generating more than US\$700M in annual revenues.
- Oversaw full executive functions, including strategic planning, operations, finance, P&L, marketing, HR, and administration.

Managing Director, International Marketing. CHINESE MINISTRY OF TOURISM, Beijing, China, and New York, NY, 1990 to 1993

- Promoted from senior regional management position to international marketing role, overseeing business planning, operations and communications efforts.
 - Directed operations for Ministry’s 15 locations worldwide, representing US\$6.5B in annual revenues.
 - Oversaw \$45M marketing budget and managed 150-member multi-cultural team.
 - Created and led specialized programs to advance China’s third-largest industry, international tourism.
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EDUCATION

- **Bachelor of Science in Marketing**, Columbia University, New York NY
 - **Continuing Education**: Seminars on management, strategic marketing and international business at universities and private institutes in the US and China
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EXECUTIVE ENDORSEMENTS

"Zhang Le's work in developing a marketing strategy supported the success of our product's growth into international markets ... His leadership, visionary planning and team-spirited approach were refreshing and quite effective ... He will be an asset to any marketing initiative ... I recommend him without reservation."

– Ronald Jeffreys, President/CEO, TeeVee.net

"Zhang Le provided the agency with an external perspective that was strategic and focused on the target group that we were trying to reach ... His candid approach and insights were instrumental in the planning process and closing the contract at hand ... He is a person who works well in a team environment."

– Henri Rose, President/CEO for Asia, Button, Button, and Rose
