

ZHANG LE

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- *Mission, Vision and Strategy*
- *Executive leadership*
- *P&L Management*
- *Budget and Forecasting*
- *Strategic Business Planning*
- *Organization and Operations*
- *New Business Development and Roll Out*
- *Strategic Alliances and Partnering*
- *Strategic and Tactical Marketing*
- *Sales, Brand, and Channel Management*
- *Leadership Branding*
- *B2B Prospecting and Closing*
- *Advertising, PR, and Communications*
- *Cross-Function Teaming*
- *Cross-Cultural Communications*

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

VALUE PROPOSITION

High-profile executive helping US interests expand in Asia

- Energetic achiever who continuously succeeds in establishing and leading world-class business from inception to fruition and from losing ventures into profitable enterprises.
- Savvy marketer vastly experienced in delivering strong marketing, sales, and business-development programs for US and Asian interests.

Bi-culturally insightful and profit-minded operations expert

- Strong leader who contributes multicultural and bilingual advantages to leveraging relationships with senior corporate and public leaders.
- Skilled negotiator who gains the edge in complex agreements by easily navigating through diverse cultural environments, winning initiatives against top competitors, and securing beneficial contracts.

Leading dealmaker with expertise in global business protocols

- Solid self-starter with track record for developing business strategies supporting growth into international markets.
- Astute contributor who reconciles complex contracts developed extensive understanding of international business protocols.

Diversely experienced visionary

- Motivated achiever who drives aggressive revenue growth and market expansion by utilizing talent for connecting mission, product, and service to untapped niches.
- Key player who leads strategic marketing launches and accelerates corporate management of international startups capturing local markets.

Business-development pro who consistently meets corporate goals

- Proficient problem-solver who created and implemented business plans for startup joint-venture for quick expansion into international markets.
- Facile decision-maker who designs innovative incentive and benefits programs that increase yields and reduce costs.

Consensus-builder who forges critical global alliances

- Creative thinker who initiates, structures, and negotiates profitable B2B relationships.
- Exceptional communicator who delivers sophisticated presentations to C-level executives to obtain profitable contracts.
- Innovative branding guru who developed brand campaign for US-led enterprise into Asian markets.

Entrepreneurial leader who performs well in team environments

- Respected manager with effective team-spirited approach.
- Accomplished motivator with solid reputation for leveraging company competencies, providing common vision, and creating energetic, productive organization.

CHALLENGES AND RESULTS

Challenges:

- Exploit market opportunities with speed and fundamentally sound read of potential revenue results.
- Represent US business interests for expansion into previously unexplored Latin and global markets.
- Beat realistic competition.

Actions:

- Formed business alliance and led organization from startup through growth and maturity stages.
- Presented well-formulated business, marketing, and financial plans to secure venture capital.
- Directed entire business lifecycle as a hands-on, tireless Chief Operating Officer, Managing Director, and Director of Marketing.
- Ignited sales and multiplied revenue stream while not overreaching.
- Contained expenses while maintaining productivity and profit margins.

Results:

- Started two companies in China, one a US-based worldwide leader in barter and trading, and the other a Asian foods plant for product export to domestic US market.
- Deployed effective tactics for both companies to help meet all roll-out dates and budgetary objectives.
- Managed 250 production line workers and 35 multi-function executives.
- While prospecting and closing sales, developing and winning contracts, and acquiring multiple-channel B2B clients, structured operational backbone of each company and managed all functions, including recruitment, human-resource management, legal compliance, accounting practices, and outsourcing.

Bottom line:

- *Rapidly achieved combined sales of US\$8.5M for enterprises.*
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Challenge:

- Use cross-functional team approach and cross-cultural communications programs to turn around direction of outdated marketing plan for Chinese Ministry of Tourism.

Actions:

- Apply diplomacy and firm change-management skills while taking stock of political overtones.

Results:

- Refocused and energized marketing programs across multiple platforms.
- Managed innovative sales and marketing model that delivered 30 percent tourism revenue growth.
- Created multidimensional marketing concept that attracted special interest groups to extend their stay in China, significantly adding to growing revenue stream.
- Generated 35 percent of total revenues from Annual International Tourism Convention.
- Increased event's domestic and international exposure.
- Established business center as first-ever opportunity for buyers and sellers to meet individually.

Bottom line:

- *Managed multicultural team of 150 at 15 offices worldwide that generated US\$6.5B in revenue.*

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*

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.

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