

Winston Chang

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SYSTEMS IMPROVEMENT • SALES • OPERATIONS

International Business Development ~ Project & Account Management ~ Personnel & Office Administration

OBJECTIVE & SUMMARY

To leverage my international consulting experience and ten years of experience in a **Fortune 100 company**, into a full time position with a Chinese / American company.

- **Eighteen years of professional experience** with most recent experience including process improvement and international business development – bridging the culture gap between Chinese and U.S. businesses.
- Achieved \$3 million dollars annually in corporate savings at SBC Long Distance by creating strategic alliances between SBC and its partner companies.
- Management of up to 60 staff; planning and managing small- and large-scale projects and programs.
- Broad range of business skills with particular strength as “turn key” project manager for small to medium sized joint-venture (Chinese / American and vice versa) companies.
- Fluent in written and spoken Chinese (Mandarin, Cantonese) and spoken English.

CORE COMPETENCIES

- Project & Account Management
- Business Development
- Negotiations & Partner Building
- Budgets & Financial Analysis
- Personnel & Office Administration
- Company “Point-of-Contact”
- Business Requirements Documentation
- Staff Recruiting & Training
- “Turn Key” Project Manager

EDUCATION & TRAINING

B.S., Business Administration, 1992
City University, Bellevue, Washington

How to Survive in China as a Business, Hong Kong
Advanced Negotiation Training, San Francisco, CA

Charismatic • People-Oriented • Relationship Builder • Analytical problem Solver

EXPERIENCE

Company Name – New York, NY

2005–present

Commute between New York and San Francisco

Consultant

Helped kick off – from inception to grand opening – a one million dollar joint-venture start up company funded by a Hong Kong garment manufacturer. Identified a U.S. partner; drafted joint venture agreement; and liaised with Hong Kong to set up local sales, legal, and accounting systems. Assisted with U.S. staff recruitment and helped Hong Kong staff understand the differences between U.S. and Hong Kong culture and business practices.

Key Accomplishments

- **Negotiated and finalized lease agreements, and set up Madison Square Garden corporate office**, as well as Queens-based warehouse location and additional showroom.
- Wrote work process flow for inventory, ordering, collections, billing, and auditing; and identified the hardware and software requirements for the business.
- Established three month, six month, one year, and two year sales projections with goal to balance books at six months. **Company is currently making profit** based on recommendations, including accounting and sales benchmarks.

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SBC – Pleasanton and San Francisco, California

1995–2004

Associate Director, SBC Long Distance (2001-2004)

Manager & Business Analyst, SBC Long Distance (2000-2001)

Manager of Local Wholesale Operations, SBC (1997-2000)

Service Consultant, Marketing & Sales, SBC (1995-1997)

Steadily promoted through positions of increasing responsibility to manage \$3 million budget and improve the IT system related to a thirteen-state compensation data extraction project designed to ensure that all employees (sales staff to President) in all regions achieved timely commission pay outs. Recruited, trained, and coached employees and worked closely with IT staff to identify and trouble-shoot systems needs. Managed 15-20 employees from different regions and reported in last position to *Director of Marketing*.

Key Accomplishments

- Managed setup, requirements identification, and resource allocation for SBC's account with Sprint to provide broadcast and communication lines for Super Bowl XXXII. Project was completed in four months and is **considered among the most efficient in SBC history**.
- Enabled SBC to **increase revenues by \$500 million and save \$3 million** in 2004 automating and leveraging common tools for SBC and its partners to enable respective sales teams to streamline their ordering and billing process.
- Designed and managed implementation and launch of new long distance compensation and incentive system for each Regional Bell Operating Company within 13 states.
- **Increased accuracy of sales commission calculations** to 2% error rate from 35% error rate.
- Served as single point of contact for IT extraction and compensation issues for 13-state division; became company subject matter expert. Saving company seven headcounts across the company.

XXXXXXX Systems – Fremont, Ca

1992–1995

A privately held computer hardware peripherals startup company.

Sales & Marketing Manager

Positioned company brand and increased sales through strategic marketing and business development. Recruited VARs and VADs and created co-marketing campaigns for product introductions and ongoing sales promotions. Developed business solutions and achieved respective sales targets; worked closely with cross-functional teams to develop customer support and retention strategies. Led and managed nationwide channel strategies to support customer base and aggressive growth objectives. Provided individual geographic market strategies to identify channel needs and maximize exposure to the customer base for the product line. Managed four employees and reported to the *Owner*.

Key Accomplishments

- Developed supplier strategies to maximize efficiency of outsourced processes. Identified supplier qualification requirements, negotiated agreements, and built and maintained productive relationships. Established new, low-cost manufacturing source from China, **increasing profit margin by 200%**.
- Performed market analysis to determine product positioning and market penetration needs. Managed direct ad campaigns for high end / niche market segments.
- Developed joint ad campaign with partner company to maximize product and reseller exposure while minimizing full page ad costs in major computer publisher magazine.

Prior to 1995, held sales, marketing, and project management positions in California and China.

TECHNICAL PROFICIENCIES

Microsoft Word, Excel, Power Point, Visio, MS Project, and Outlook. Industry specific software including BOSS, SAP, Business Object, Telegence, and SBC Internal billing and ordering systems.