

## Stephen E. Alexander

President

Mr. Alexander is the founder and principle of Alexander East-Gate Consulting a firm with the dual focus of assisting American companies develop effective entry and expansion strategies for China and for Chinese companies looking to enter American markets. Mr. Alexander has extensive experience working with multinational firms and small and medium-sized enterprises (SMEs) throughout Asia for more than two decades. His broad experience covers all stages of business development, international marketing and trade, which includes building multimillion dollar factories, establishing sales and distribution channels, managing Chinese joint-ventures and supervising cross-cultural workforces for a variety of organizations, brands and businesses in China, Hong Kong, Taiwan, Korea and Indonesia.



Prior to moving back to the U.S. in January 2007, Mr. Alexander served as Deputy Executive Director of the prestigious Hong Kong Trade Development Council (HKTDC), the statutory organization responsible for promoting and developing regional trade between world markets, Hong Kong and the Chinese mainland. The HKTDC is one of the world's leading trade development organizations with over 40 offices worldwide including 12 across China.

Beginning in 1996, Mr. Alexander spent nearly a decade living and working as an expatriate business executive in Beijing, China first as the Market Head and General Manager for the Nestlé Bottled Water business in Greater China and later as the North Asia Regional General Manager for the Hershey Foods Corporation. Throughout the 1980's Mr. Alexander managed an educational development project for US-AID (The U.S. Administration for International Development) at the University of Patamora in Ambon, Indonesia and later worked in various marketing and business development roles with several Chinese companies.

Born in Ohio, Mr. Alexander graduated with a Bachelor's Degree in History and Political Science from Grand Valley State University and obtained a Master's Degree of International Management and Marketing from the University of Maryland, UC. He has served on several international business councils, Asian trade associations and on the board of directors for several foreign companies operating in Asia. Mr. Alexander speaks Chinese Mandarin and Indonesian Malay.

Alexander East-Gate Consulting, LLC has a mission to assist decision makers from both countries with practical advice, relevant services and tailored, individualized assistance. Contact us at: [www.AlexEastGate.com](http://www.AlexEastGate.com).

