

Experienced marketing strategist and business development executive with a strong track record in the design and implementation of go-to-market strategies, disruption strategies and structures yielding higher win ratios, market share and profit margins in a global business environment

Profile

- Over 15 years experience in strategic marketing, product, services & channel marketing, business development in both B to B and B to C sectors in consulting, construction franchising (software, industrial and project solutions), pharmaceuticals, consumer electronics, etc.
- Customer advocating with excellent relationship building and leadership skills who inspires teams to achieve the seemingly impossible by embracing challenge and seeing obstacles as stepping stones.
- Intimate experience developing business plans, marketing plans, conducting market research and analysis reports for strategic projections.
- Thorough knowledge of marketing and sales management tools and techniques, from designing comprehensive marketing mix at different stages of product/service life cycles, to planning go-to-market and disruption strategies and tactics, to managing the execution and evaluation process
- Talented project manager.
- Strong Leadership competence in developing and motivating a sales and marketing team to achieve goals and objectives
- Result-driven, record keeper in bringing business results in international markets for multiple industries (consulting, technology transfer and pharmaceuticals, etc.)
- Exceptional business analysis, presentation and negotiation skills
- International experience with key global markets (Canada, China, South-east Asia, US, Latin America)

Professional Experience

Principal Consultant

Pine Consulting International Inc.,

Richmond Hill, Ontario,

Dec 2009-Current

- A Boutique strategic marketing consulting firm providing market entry and go-to-market planning services to Canadian and US companies seeking to expand to new markets, either geographically or new market segments
- Completed two recent projects for a Pickering-based manufacturer of construction hardware products for its go-to-market strategy to EU and to Asia, which resulted in the client's (on-going) M&A with a recommended UK firm. Also provided the company with a market development roadmap in Asia.

Nelson contracted Pine Consulting International to study business opportunities in Asia and Europe for one of Nelson's key product lines. The quality of Cindy's work was solid and the work ethic she exhibited while engaged with Nelson was exceptional.

– Jeff Nelson, VP Sales and Marketing, Nelson Industrial Inc.

Business Development Manager

Genesis TP Inc.

Toronto ON

Apr 2008 - Feb 2010

- Handled a global marketing mandate for licensing light steel framing Technology - software, equipment and consulting services
- Conducted market development planning and execution. Participated in international trade missions, tradeshow and conferences
- Successfully licensed technology to partner in Vietnam – first Asian license, The largest contract in company history
- Provided sales and marketing consulting to licensees
- Developed two construction solution providers in South Africa

Cindy is a very dedicated, result-oriented and passionate individual who excels at building relationships and engaging teams, while staying focused on the company's strategic objectives in terms of international marketing and business development. I highly recommend her, especially for any roles requiring growing business internationally."

- David Pichard, Director, Marketing & Product Innovations, Genesis TP Inc.

Corporate Development Officer

PharmEng Technology Inc. (Consulting and contract manufacturing in Pharma and Biotech

Industry) Markham, ON

Aug 2005-Apr 2008

- Headed the marketing function of the company and managed successfully all marketing initiatives
- Developed successful marketing plan based on market research and analysis, and investor relations

- Developed marketing collaterals, search engine optimization, website optimization, managed the CRM pipelines, campaigns, events and evaluated ROI on marketing spending
- Answered RFPs and prepared collateral materials, master services agreements to key clients and achieved customer retention by enhancing new business opportunity with existing key accounts
- Worked as billable consultant to provide market research, purchasing vendor evaluation services to company clients - Sanofi Pasteur. Provided outstanding consulting services to the clients
- Public and media relations

Manager, Marketing & Admissions

Canadian Information Technology College (Bond Education Group)

Toronto, ON

Aug 2003- Aug 2005

- Achieved over 300% growth through developing new programs with high job market demand, repackaging existing programs, and through redesigning recruitment commissioning scheme and team building
- Successfully developed annual marketing plans, media plan, collateral materials and e-marketing platforms including website and search engine optimization tools
- Managed a team of 5 recruitment officers and a graphic designer

National Key Account & Retail Management Manager

Mar 2001-Mar 2003

Branch Manager

Mar 1997-Mar 1999

Philips Electronics DAP Division

China & HK

- Developed key account and retail channel management strategy which maximized retail business performance, and achieved annual growth rate of 22% and 24% in 2001 and 2002 respectively
- Conducted analysis in market information, competitive intelligence to report at executive management of key findings and strategic implications;
- Negotiated annual trade terms with multinational retailer headquarters and
- Successfully planned nationwide trade marketing and retail promotions.
- Managed a team of national & regional channel-marketing & retail sales Managers. Achieved satisfactory personal development goals while meeting company objectives as a team
- Was elected to Philips global "High Potential Manager" talent pool (2002)

Cindy is very much self-motivated and conscientious and excels in people management as well as business management. She performed exceptional in analyzing retail sales trend and developing retail management policies for our organization as well as annual trade term negotiations with key retailers. Despite her being a tough negotiator, our customers showed high appreciation on her professional performance. I believe Cindy is a very valuable executive to any employer.
-Simon Wong
VP & General Manager, Philips DAP China/HK

Business Development Manager

Jan 1996- Mar 1997

Senior Product Executive (OTC channel).

Jun 1994- Jan 1996

Glaxo Wellcome (now GSK) China Ltd.

- Worked with central marketing in successfully launching Lamivudine in China and planned the market communication/PR and commercial distribution for the product launch
- Was responsible for product marketing at OTC pharmacy channels of respiratory and anti-allergy products in the region. Identified business potential in trade marketing. Developed successful distribution channel strategy and its execution to rationalize distribution network & policy resulted in the breakeven of the respiratory products sales in 11 months
- Maintained successful KOL (key opinion leader) relationship management

Education

Master of Business Administration (Marketing), ESLSCA Graduate School of Business (École Supérieure Libre des Sciences Commerciales Appliquées), 2000, France

Bachelor of Arts, English Language & Literature, Sichuan International Studies University, 1987, China

Professional Training

- E-business and Web-marketing Certificate – University of Toronto (on-going)
 - cGMP training and SAP training - Sanofi-pasteur Canada
 - Developing Management Skills (INSEAD Euro-Asia centre)
 - Marketing in the New Millennium (Philip Kotler, Kellogg Business School, Northwestern University)
- And many other continuous professional upgrades on marketing, sales management, people management and leadership. Detail list & credentials and can be provided upon request