

Francis Zhang Xianghong

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E-mail: f416km@yahoo.com



PERSONAL INFORMATION

Name: Francis Zhang Xianghong (张向宏)
Date of Birth: April, 16, 1960
Age: 50
Place of Birth: Kunming, Yunnan
Gender: Male
Nationality: China

HIGHLIGHTS

- ◆ Over 15 years' experiences in management of joint venture enterprises, rich experiences in sales and marketing, emphasizing a collaborative yet decisive style; strong analytical skills.
- ◆ Known for strengthening companies to lead a competitive market and for delivering innovative sales & marketing concepts and strategies.
- ◆ Intensive understanding of the rules of marketing practice in Mainland China and established extensive networks among industries.
- ◆ International business and investment practices among GMS nations.
- ◆ Over 20 years' experiences in teaching in university and college in Yunnan.
- ◆ Co-author of 《Some Last People》, an English book introducing Ge people of China
- ◆ Proficient with English, and Mandarin

PROFESSIONAL EXPERIENCE

L&L Energy Inc. China Company

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(a NASDAQ listed company)

2006/06 – 2010/03

Director of Marketing and PR Department

Responsible to COO and GM, and accountable for achievement of M&A. Potential customers lead survey. Led the business direction. Customer relationship maintaining.

- ◆ M&A local companies;
- ◆ Reviewed and analyzed sales goals and results with GM;
- ◆ Designed and implemented company strategy for development;
- ◆ Conduct HR strategy and introduction strategic partner to L&L;
- ◆ Communicate with local authorities and strengthening relationship.

Kunming Frantiersman Digital Printing Co., Ltd. Founder and CEO

2003/01 – 2006/05

Responsible to board member, and accountable for achievement of profit. Impacted sales and profitability. Delivered critical Sales and Marketing decisions, and led the sales team through dynamic growth and product line expansion over sea (Thailand branch company).

- ◆ Managed over 46 staffs, and annual sales of rmb 5 M. Company's market share over 25% in Yunann.
- ◆ Reviewed and analyzed sales goals and results with senior management.
- ◆ Designed and implemented sales incentive structure.
- ◆ Offered formal training sessions for top sales associates.
- ◆ Conduct product strategy and introduction seminars for A4 agencies.
- ◆ Interfaced with FAW auto factory to develop new promotion strategy and better serve existing client base.
- ◆ Organized and supervised special promotional events.

Yunnan C&C Image Engineering Co., Ltd. Co-founder and CEO

1996/10 – 2002/12

- ◆ Wholly responsible company's day-to-day operations and management, including workshop production, staff recruiting, training and marketing.

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- ◆ Directed sales and marketing operations, and devised sales and marketing strategies.
- ◆ Assembled competent teams and initiated incentive programs that led to increased productivity and employee longevity.
- ◆ Market share over 30% in Yunnan.

Oxbridge College, Kunming University of Science & Technology. 2005/09 – 2010/05
Department of Business, Professor

- ◆ Worked as a professor in department of business;
- ◆ Taught 《Marketing》, 《Advertising》, 《Management》, 《Professional English》
- ◆ Worked as training organizer for UNDP CBEZ program
- ◆ Conducted seminars on campus and acted as professors to deliver presentations in various GMS forum and conferences.

California Institute of Technology / USC 1989/09 – 1995/05
Research Associate

- ◆ Team member of solid mechanics in Aeronautics department at Caltech
- ◆ Taught 《Experimental Mechanics》 in USC, the States.
- ◆ Imaging processing program team member and responsible to crack image capture and it's computer image processing
- ◆ Guest member of Adventure's Club of Los Angeles

EDUCATIONAL BACKGROUND

1977 - 1982 Student of Kunming University of Science & Technology
1983 - 1986 Post graduate student of Kunming University of Science & Technology
1986 - 1989 TA at Kunming University of Science & Technology
1989 - 1995 Research Associate and TA at **Caltech** and **USC**
1995 – 1996 Professor at Kunming University of Science & Technology

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AWARD

- 1989 Hong Kong C. C. Wu international scholarship winner
- 1995 Top ten best young professors at Kunming University of Science & Technology
- 2000 Best entrepreneur in Kunming High & New-technology development zone

TRAINING EXPERIENCE

- 2008 Capacity Building Program For SMEs in Greater Mekong Sub-region
IIFT, Kunming, China
- 2009 Unleashing Entrepreneurship for Development & Trade
EDI, Kunming, China
- 2009 NSEC workshop
MI, Khon Kaen, Thailand