

Key Personnel – Lola Wei

intelligence programs, concurrently delivering a 98% customer satisfaction rating.

Thaihon Enterprise Investment Ltd., Regional GM/Sales&Mktg Mgr/Project Mgr 1995-2001
Hong Kong, Japan

Ms. Wei started as the firm's chief negotiator (Project Manager) in a \$6MM acquisition of Garry Electronic (HK) Ltd., and was quickly promoted to Sales & Marketing Manager and placed in charge of introducing new products. She established new business lines with zero capital investment and developed the sales strategy to identify and sell directly to end users. As well as managing distribution channels, pricing and negotiating better credit line/payment terms with suppliers and banks, there by contributing to a 20% growth in profits and \$7MM on cash flow. Later being promoted to Regional General Manager, Ms. Wei initiated acquisitions to grow mature businesses that resulted in a 100% ROI (\$800K net profit), building new business lines netting \$1.2MM on over \$2.5MM in sales. In addition, Ms. Wei initiated, led and consolidated 15 struggling brand names into one highly recognizable brand.

Additional experience includes an assignment with McKechnie Aerospace Aftermarket Group as Product Development Manager, leading new product development processes, identifying new growth principals, resulting in 20% (5M) sales increase annually. Ms. Wei conducted marketing gap analysis for the company's primary product, leading to \$3M potential new sales growth. Ms. Wei also served as a Business Development Intern with Honeywell International Inc. developing market entry strategy to penetrate new market segments, and she created a financial model to analyze the gap between potential demand and actual sales to revise strategy catching new market share.

Education

Master of Business Administration, Thunderbird, Garvin Graduate School of Int'l Mgmt
Major: International Management

Bachelor of Science, Gong An University
Major: Electrical Engineering

Internships: Corporate Consulting Project for Briggs & Stratton on China Market Entry
Eli Lilly Business Intelligence Project on CRM tool
Brand Promotion Project for Phoenix Family Museum