

JOHN XU, MBA
Phone
Email

PROFILE

Proven management professional with a successful track record in sales, marketing and human resource management. Significant creativity for concepts and implementation of unique and effective marketing strategies in fast paced, change-oriented environments. Exceptional interpersonal and team focused management skills with solid project management experience. Multilingual, comfortable working internationally with teams from diverse cultural backgrounds; over five years management experience in Canada, Germany and China.

HIGHLIGHTS OF QUALIFICATIONS

- Successfully organized the Data and Graph Receiving System Division at ABC Technology Development Center, which marketed, developed and sold data and graph receiving systems enabling hundreds of customers to receive stock information at their offices or home. Lead the pre-sale as well as after-sale technical service.
- Fully responsible for the marketing budget ~\$250,000+ and marketing activities including advertising, seminars, exhibitions, presentations, data sheets, and news releases for clients. Corporate clients included Motorola, Ericsson, Nokia.
- Recruited more than fifty multinational employees (professionals as well as administrative staff) and organized both orientation and professional training for over one hundred staff in Europe and Asia.

MARKETING

- Investigated and developed new products according to the perceived market need.
- Designed sales and advertising strategies according to market research results for a variety of different products.
- Developed and managed a wide range of marketing collateral, including promotional materials, direct-mail pieces and website content.
- Evaluated sales representatives' performance with a focus on development of quality relationships to maintain or increase sales.
- Managed and developed marketing programs and strategies including printed marketing material, developing pricing software and internet upgrades.

HUMAN RESOURCE MANAGEMENT

- Established an effective system for obtaining, mobilizing, and managing the organization's human resources
- Developed performance management system, aligning organizational goals with yearly bonus structure
- Initiated an employee satisfaction survey to improve retention of top talent
- Conducting training and orientation sessions for new hires significantly improving retention and employee engagement

INTERNATIONAL WORK EXPERIENCE

- Negotiated contracts with multinational organizations in China, Germany and Canada, successfully implementing projects in excess of \$10M
- Studied abroad in Luton, England and have travelled in Russia, Singapore, Malaysia, Thailand, South Korea and Hong Kong
- MBA Study tours in Mexico and Canada
- International working co-operation and communication in Germany, France, Finland, Taiwan
- Proficient in oral and written English, Mandarin, Cantonese and German

EDUCATION AND PROFESSIONAL DEVELOPMENT

Masters of Business Administration MBA, Asper School of Business, University of Manitoba, Canada	2011
Doing Business in Mexico & Latin America, Tec de Monterrey, Mexico	2008
Global Management, European Business Administration Institute, Germany	2005
Bachelor of Business Administration, Shanghai University, China	1999

WORK HISTORY

HR Manager, A-Power Computer Ltd. (Richmond, BC)	2008 - 2010
Sales Professional, Netlink Computer Inc.(Vancouver, BC)	2005 – 2008
Marketing Manager, BOSCH, Germany (Munich, Stuttgart, Hanover, Berlin)	2001 – 2005
Sales Manager, Shanghai Branch of AT&T, USA (China)	1999 - 2001

PROFESSIONAL ASSOCIATIONS

Member – Human Resource Management Association of Manitoba
Member - Chinese Canadian Cultural Association
Member - Winnipeg Young Associates

COMMUNITY INVOLVEMENT

Volunteer, Main Street Project, Winnipeg	2010 - present
Volunteer, Boys and Girls Club, Vancouver	2005 - 2007
New immigrant service, China Overseas Association, Vancouver	2006 - 2007