

**Simon H. Liu MBA**  
**A Profile of Credentials on Cross-Cultural Influences & Leadership**  
**Training/Coaching/Consulting**

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**TRAINING/COACHING/CONSULTING OBJECTIVES:**

- To enhance awareness in cultural differences by applying classic cultural anthropologic theories in business and investment cases
- To promote two-way cross-cultural influences in management context under the premise that each individual is both a recipient as well as an initiator of positive cultural influences
- To encourage interactive and adaptive leadership of host country employees with foreign corporate cultures and global strategies, standards and systems

**TRAINING/TEACHING/SPEAKING-RELATED EXPERIENCE:**

11/2014 -- Present      Senior Trainer, **Wallstreet Management Consulting**, Shanghai

- Specializing in designing, customizing and delivering cross-cultural management and communication programs with exceptionally high trainee rating

05/2009 – 09/2011      Business Instructor, **CDI College**, Downtown Campus, Vancouver, Canada

- A passionate instructor teaching core modules of Marketing, Finance and Business Communications
- Consistent high ratings by students for all classes; Praised by Campus Director as the “highest student evaluated instructor on campus”
- Key-note speaker on 2011 Fall Convocation Ceremony, topic: “Be adaptable to the real world -- culturally”

08/07, 09/08 & 01/10    Guest speaker, SFU EMBA, on Publicity Crisis Management in China

02/2008                    Keynote speaker, SFU Pacific Region Forum on Doing Business in China  
Guest, CBC Radio, on Investing in China  
Guest, Fairchild TV, on Investing in China

**PROFESSIONAL MANAGEMENT EXPERIENCE:**

Summary:                    -- 20 years of senior management experience in 6 companies, 2 of which are North American, 2 European and 2 Asian  
                                      -- Dealt with cultural conflict issues in different equity structures of joint ventures, wholly-owned foreign enterprises by a single entity and by several offshore investors and foreign investor M&As of local businesses  
                                      -- Reported to senior executives of different nationalities, including Canadians, Americans, Dutch, British, German, Australian and overseas and local Chinese  
                                      -- Led management teams of various disciplines from diverse cultural backgrounds

12/2011 – 05/2014      **Lunar Capital Management** (a private equity firm actively investing in China)

**Sector Partner, Consumer Products**

- Providing insights on investment target company valuation, assessment of management and investor/owner cultural fit
- From 04/2012 to 07/2013, appointed as care-taking GM for portfolio company, Joysun Food; Responsible for transitional challenges such as changing to JV, asset hand-over, management take-over and overhaul, team building, product rationalization and branding; Smooth transition to permanent GM in 07/2013

09/2003 – 09/2006      **Vitasoy (China) Investments Ltd.** (A holding company wholly owned by Vitasoy Int'l, a multinational beverage company listed on HKSE. China holding company controls two subsidiaries with 1,000+ employees and sales turnover of US\$60 million.)

**Managing Director** (Based in Shanghai, China)

- Oversaw China country operations with full P/L responsibility; Reporting to Board Chairman and CEO Asia
- Served on two boards, one for a joint venture with minority Chinese partner, one for wholly owned subsidiary

- Formulated and executed turn-around strategy through new 5-year strategic plan
- Completely rejuvenated leadership team through hiring and firing, coaching, training and motivation
- Implemented succession plan by hiring and mentoring a successor, a local hire
- Led and managed complete, mission critical brand overhaul and product streamlining; Made major decisions in integrated communication platform, product portfolio and national distribution strategies

05/2002 – 08/2003      **CeDo (Shanghai) Household Products Co., Ltd.** (Wholly owned subsidiary of Delton Group, a key player in Europe in household and pharmaceutical products and logistics.)

**General Manager** (Based in Shanghai, China)

- Oversaw Chinese operations with full P/L responsibility; Reporting to Germany-based head office
- Formulated and executed China entry strategy; Fully responsible for and directly supervised critical marketing and branding initiatives
- Dealt with full company set-up procedures and start-up preparations; Built up a strong local team from scratch

12/2000 – 02/2002      **Mentos China Ltd.**

Wholly owned subsidiary of Van Melle, a 100-year-old listed Dutch multinational confectionery company (100% worldwide acquisition by an Italian group in 2001)

**Director, Marketing & Sales** (Based in Shanghai, China)

- Fully responsible for China marketing, sales and distribution, reporting to China Managing Director and supervised 8 direct reports; Department staffed with 420 in Sales and 7 in Marketing
- Managed brand portfolio of Mentos, Fruittella and Caramella; with annual sales revenue of US\$ 30 million
- Conducted brand repositioning campaign in local market within global guidelines
- Created progressive incentive programs for sales team and distributors; Improved sales productivity and employee/distributor retention rate
- Achieved best distribution gains against all competitive brands (AC Nielsen 07/01)

1/1999 – 12/2000      **Coca-Cola China Limited**

**Director, Sales Development/Executive Assistant to General Manager** (Based in Shanghai, China)

- Seconded to Coca-Cola's largest bottler in Greater China; Responsible for sales and distribution systems that handled annual sales turnover of over RMB 1.2 billion (US\$150 million)
- Operational direct reports included Sales Planning Manager, Human Resources Director, Sales & Distribution Manager and IT Manager
- Served as key conduit between local bottler and Coca-Cola System; Led a cross-departmental, cross-country team in 1999 and completed sales & distribution business process reengineering project
- Participated in formulating and executing trade marketing and promotion campaigns

7/1993 - 11/1998      **Sun-Rype Products Ltd.** (A listed leading juice beverage and snack food company in Canada; Assumed 3 progressive senior management positions over 5 years)

**General Manager/Acting Marketing Director** Sun-Rype (Shanghai) Co., Ltd. (Based in Shanghai, China, 12/1995 - 11/1998)

- Oversaw subsidiary company in China by reporting to the Board of Directors with budget and P/L accountability
- Formulated, implemented and refined Sun-Rype China market entry strategy; Fully responsible for launching Sun-Rype brand into China; Managed entire branding program as Acting Marketing Director
- Managed the merger of 2 local companies; Fully responsible for restructuring organization and production facility

**Chief Representative**, Sun-Rype Shanghai Office (Based in Shanghai, 10 - 11/1995)

- Responsible for investment project registration and start-up in Shanghai; Obtained Business License and subsequently completed full company registration, all in six weeks due to excellent government relations

**Director, International Business** (Based in Canada, 7/1993 - 9/1995)

- Fully responsible for China project; Generated business plan, financial projections, feasibility study, and market entry and marketing plan; Thoroughly explored viability of various business approaches
- Participated as senior management member in corporate strategic planning prior to IPO in 1995
- Developed Asia Pacific export market from scratch to over US\$ 2 million in 2 years
- Selected and led 10 member "China Team" in Canadian headquarters

7/1984 - 7/1989

**China Consumer Electronics Import & Export Corp** (A major foreign trade firm under MOFTEC with branches in all 32 provinces)

**Import Specialist**

- Managed key accounts with international and national electronics brands; Responsible for import contracts and commercial issues, i.e., letter of credit, shipping, international payment and customs clearance
- Handled major joint venture and technology transfer projects in TV sector
- Provided interpretation service to top state officials including former Premier Li Peng

**EDUCATION:**

- M.B.A., 1993, Simon Fraser University, Canada  
Areas of concentration: International Business  
Thesis: Cultural Implications of Guanxi (Confucius) Societies, under the supervision of Dr. Rosalie L. Tung, a worldly renowned expert in international business and cross-cultural communications
- B.Econ., 1984, University of International Business & Economics, China

**PERSONAL & VOLUNTARY:**

- Year of birth: 1963; Married with two children, 22 & 19
- Citizenship: Canadian
- Chair, American Boyscout in Shanghai, 2006 -- 2007
- Hobbies: Reading (history, culture, religions,) Golfing

**REFERENCES:** Furnished upon request