

# Lu Zhang

Learning and Development Business Developer

## 👤 Profile

Motivated Business Developer with strong sales acumen, excellent interpersonal skills, and a deep passion in providing Learning and Development solutions. Bringing over 15 years business development experience from varied sectors.

## 🏢 Employment History

### Business Developer at L & Partners Sarl, Geneva, Switzerland

January 2018 — Present

- Initiate and cultivate strong relationships with both Chinese Incubation Centers and their counterparts in Switzerland through existing connections, networking and cold calls
- Build deep understanding of Chinese Incubation Centers' learning objectives and design complete packages for them to visit and exchange with Swiss innovation centers
- Receive Chinese delegates and ensure high level satisfaction during visits

### Business Developer at InnoPark, Geneva, Switzerland

January 2017 — December 2017

Conducted lead generation through events and networking for startups

### Director of Luxury Goods Partnership at Lifemall SA, Geneva, Switzerland

December 2015 — May 2016

- Engaged and negotiated with dozens of luxury brands and suppliers to provide products to China HNWI market

### Brand Ambassador at Christian Dior, Geneva, Switzerland

July 2013 — November 2015

- Built a book of loyal clients through excellent sales service and high level of customer satisfaction
- Reinitiated relationships with less active clients through cold calls and events and generated significant new sales pipelines and revenues
- Achieved 1 million CHF annual sales and excelled in sales targets through cross selling and up selling on monthly, quarterly and yearly basis

### Sales and Marketing Specialist at AIG, New York, USA

March 2003 — November 2011

- Secured multi-million-dollar insurance contracts with Fortune 500 companies through forging strategic relationships with C-level executives

## 🎓 Education

### Master of Science in Investment Management, Pace University, New York, USA

September 2001 — September 2003

Courses included Investment Management, Analytical Accounting, Fixed Income, Capital Market, Futures and Options, etc.

### Bachelor of Arts and Master of Arts in Management, Nanjing University, Nanjing, China

September 1990 — July 1997

Courses included Management, Marketing, Accounting, Finance, etc.

## Details

Geneva, Switzerland,

+41(0)788479079

[luzhangny@gmail.com](mailto:luzhangny@gmail.com)

Nationality

Chinese, Swiss Permit C

## Hobbies

Traveling, Sports, History and Cooking

## Skills

Excellent Customer Service Skills

Friendly and Outgoing Attitude

Initiative and Problem-solving Abilities

Strong Communication Skills

Excellent Presentation Skills

Ability to Work in a Team  
and Independently

## Languages

Chinese

English

French