

OVERVIEW

- Experienced and influential business leader with 20 years of B2B sales and marketing experience in start-up, private, and multinational companies.
- Highly recognized thought leader in the high-tech industry, and an active speaker in executive communities, investment circles, business schools, and women's leadership events.
- Strategic solid sales and marketing management, focusing on team building & delivering results.
- CEO/Executive coach helping entrepreneurs grow via self-awareness, overcoming anxiety, and empowering others
- CCE Certified happiness trainer helping people break through the gridlock in careers via positive psychology

EXPERIENCE

Getoxygen- Head of Growth

Oct 2022- Present

Worked closely with the founder to develop and implement a solid go-to-market plan for a new Web3 marketing growth tool, which involved designing a sales process and customer support system.

- Built a dedicated market and sales team (pod) to generate leads, close deals, and onboard customers.
- Developed and executed integrated marketing campaigns, including advertising, PR, events, and digital marketing.
- We conducted market research and customer insights to inform product development and messaging.
- Monitored and reported on marketing KPIs, including leads, conversions, and ROI.
- Successfully closed seed customers deal with monthly subscriptions to make the SaaS model work.
- Established a supporting ecosystem for the tool's growth, including partnerships with complementary products and services, user communities, and thought leaders in the Web3 marketing space.

Business Consultant

Oct 2020 - Present

Leverage my expertise in positive psychology coaching, business roadmaps, sales management, leadership, and communications to empower entrepreneurs and teams and help them achieve their goals.

- Empower entrepreneurs and teams through positive psychology coaching combined with business roadmaps, sales management, leadership, and communications.
- Develop and deliver seven self-created sales management and leadership courses to executive teams online and offline.
- Coach CEOs in growing their businesses by enhancing self-awareness, overcoming anxiety, and empowering others during the pandemic, resulting in quadrupled performance.
- Guide senior management teams in effectively combining personal and company goals to improve productivity as an executive coach.
- Share expertise with the Global 500 Tax managers Association online to ease executives' anxiety about the pandemic.

Yunchang Cloud - Founder/CEO

Jan 2017 – Sept 2020

Created a new local Internet & cloud managed services company to fit the Chinese market best. The core focus is sales and marketing.

- Reorganized the team to meet sales targets and improve cash flow
- Raised three rounds of fundraising, plus a successful M&A with ChinaNetCloud
- Promoted by AWS as a global advanced consultant partner, and China's only certified cloud governance provider
- Built strategic managed service partnerships with all the major Chinese cloud providers
- Partnership with Fuji Corporation & ChinaSoft International to broaden their cloud management platforms and services

ChinaNetCloud - VP Sales

Jan 2015 – Dec 2016

Managed company operations & local fundraising.

- Successfully restructured sales & marketing team for better China localization
- Led the team to finish a strategic angel round, and then a \$9 million A-Round of funding
- Successfully built ChinaNetCloud's unique branding via content marketing and mass media exposure
- Led the team to be the first AWS global certified MSP (managed service partner) in China
- Built strategic Diamond Level partnership with Alibaba Cloud, specializing in migration and 7x24 operations

ChinaNetCloud - Sales & BD Director**July 2011 – Dec 2014**

Managed dozens of salespeople for the world's first and most capable Internet Managed Services Company, with a vision to run all the world's Internet Servers. We managed all types of Internet servers for performance, reliability, security, 24x7 monitoring & troubleshooting, and much more - in China, Asia, & beyond.

- Led team to drive 50% annual sales increases, becoming the individual sales leader in successive years
- Recruited and trained dozens of salespeople in China and internationally
- Built a solid ecosystem program to resell ChinaNetCloud's service, including with China's leading data centers (ChinaNetCenter, 21ViaNet), CDN(ChinaCache), and all the major cloud providers
- Supported the company's strategic development by leveraging governmental technical and financial support

NEW Ltd. - Senior BD Manager**Apr 2009 – Jun 2011**

Lead China sales team for the world's largest extended warranty company, managing international key accounts in the China market by maintaining good partnerships and supporting retailers' sales. Targeted famous retailers entering China, along with famous local sales leaders, including real stores and online businesses.

- Company's individual sales leader within 7 months, after increasing sales by 50%
- Successfully closed numerous new deals to meet BD targets
- Led sales team to manage and grow key accounts that generated 60%+ of the company's revenue

Shanghai Ever Bright Enterprise Development Company - Sales manager Sept 2004 – Apr 2009

Supervised a four-person sales team for a \$30 million international specialty chemical company operating in the USA, Japan, Russia, the UK, Malaysia, and Thailand. Responsible for sales, tracking customs, business progress, and market data, plus identified, developed, and executed international sales strategy. Trained & inspired sales team, including instilling corporate culture & sales service ideals, along with weekly forecasts, pipeline activity, and sales reports.

- Personally sold US\$50 million in products, to customers including Wahaha, Mengniu, FMC, China National Petroleum Cooperation, CNOOC, Halliburton, Australia Mud Company, and the Russian National Oil Company
- Recruited & trained 10 salespeople
- Created sales procedures and forms including quotations, reporting, etc.

Bureau of Shanghai World Expo Coordination - Public Relations Intern Feb 2004 - July 2004

Assisted with translation, customer relations, logistics, and office administration for the government agency responsible for organizing, operating, and managing the Shanghai World Expo 2010.

- Created a seminar for the Shanghai World Expo 2010
- Planned & designed an International Seminar for the Shanghai World Expo 2010
- Assistant for a related forum on SHFE Derivatives Market Forum-Metals Market

Shanghai Yi Ben Co., Ltd, Shanghai, China - Marketing Intern**May 2002 -Dec 2002**

Assisted in marketing research and office administration for a high-tech \$10 million environmental company, focusing on daily waste treatment.

- Coordinated official evaluation for the company's new waste processing machine
- Finished the market analysis for the company's product

Community Volunteer

2022 - Community volunteer

2000-2003 - Counselor for teenagers in the community

1998-2002 - Volunteer, Shanghai Elder Dementia Hospital

2008 - Volunteer, Shanghai Red Cross

EDUCATION

Stanford University Continued Study Leadership and Design thinking 2022
Graduated With Grade A

Shanghai University of Business and Economics Masters Degree in Economics 2002-2005

Recognition:

2003 - KONRAD-ADENAUER-FOUNDATION Scholarship/Excellent Student Leader of SIFT

2005 - Excellent Post-Graduate Student of Shanghai award

Received “Excellent Student” Scholarship each semester

Shanghai University Of Engineering Science Bachelor Degree in Management 1998-2002

Recognition:

Received “Highest Grade Student” Scholarship each semester

OTHER

Work Permit : US Greencard holder

Professional Certifications:

ICF Certified Evolutional Coach

Angel Plus Accelerator Certified Startup Coach

CCE-certified happiness Trainer

Languages:

Chinese Mandarin – Native

English – Fluent

Other Skills:

Competent Communicator certified by Toastmasters International

Excellent negotiating, presentation, and people skills.

Linkedin Profile:

<https://www.linkedin.com/in/yinan-gu/>