

CEA EXECUTIVES



GARY SHAPIRO
President and CEO
Consumer Electronics Association (CEA)®

Gary Shapiro is president and CEO of the Consumer Electronics Association (CEA)®, the U.S. trade association representing over 2,000 consumer electronics companies and owning and producing the world's largest annual innovation event, the International CES®.

Shapiro led the industry in its successful transition to HDTV. He co-founded and chaired the HDTV Model Station and served as a leader of the Advanced Television Test Center (ATTC).

He sits on the Board of Directors of the Northern Virginia Technology Council and the Economic Club of Washington. He serves on the State Department's Committee on International Communications and Information Policy. He has served on the Board of George Mason University.

Shapiro leads a staff of 150 employees and thousands of industry volunteers and has testified before Congress on technology and business issues more than 20 times. In 2012, and in prior years, *Washington Life* magazine named him one of the 100 most influential people in Washington.

Shapiro authored two books: "Ninja Innovation: The Ten Killer Strategies of the World's Most Successful Businesses" and "The Comeback: How Innovation will Restore the American Dream".

He received degrees from Georgetown University Law Center and Binghamton University.

**Karen Chupka**

**Sr. Vice President, International CES and Corporate Business Strategy
Consumer Electronics Association (CEA)®**

Karen Chupka is senior vice president, International CES and Corporate Business Strategy for the Consumer Electronics Association (CEA)®, the U.S. trade association representing more than 2,000 consumer electronics companies, and owning and producing the world's largest annual innovation tradeshow, the International CES®.

She oversees the sales, marketing, production and management of CEA's events and conferences including its annual tradeshow, the International CES®, the world's largest tradeshow for consumer technology.

Each January in Las Vegas, more than 3,000 exhibitors, fill more than 1.9 million net square feet of exhibit space and showcase their latest products and services to more than 150,000 attendees at the International CES. Under her leadership, International CES has been named as the largest annual North American tradeshow by *Tradeshow Executive Magazine* and *Tradeshow Week* since 2001.

Chupka has been with CEA for 24 years and has held numerous roles within the organization including vice president of business development, director of industry relations and education, and director of marketing for the International CES.

**Shawn G. DuBravac, CFA**

Chief Economist and Sr. Director of Research
Consumer Electronics Association (CEA)[®]

Shawn DuBravac is the chief economist and senior director of research for the Consumer Electronics Association (CEA)[®], the U.S. trade association representing more than 2,000 consumer electronics companies, and owning and producing the world's largest annual innovation tradeshow, the International CES[®].

DuBravac provides crucial economic analysis to association and industry leaders regarding future economic activity and the relative health of the technology industry. He also contributes research on technology trends that underpin the industry. He was the primary driver of the industry's new smartphone index, developed in partnership with NASDAQ, and the CE consumer confidence index, in partnership with CNET. In 2012, DuBravac was named to *Dealerscope's* "40 under 40" list of people to watch in the consumer technology industry.

DuBravac has been widely published on the topics of finance, economics and technology. His keen insights regarding the economic drivers of the global consumer electronics industry have made him a highly sought-after speaker and commentator. DuBravac travels both internationally and domestically to meet with CE industry leaders and make presentations about technology and the economy. In addition, his analysis has appeared in the *Wall Street Journal*, the *New York Times*, the *Financial Times*, the *Los Angeles Times*, *Barron's* and on CNN, MSNBC and other media outlets.

DuBravac has taught as an adjunct professor for George Washington University's MBA program and has taught at Mary Washington University and for George Mason University's MBA program. Prior to joining CEA, DuBravac was head research analyst in the Economic Analysis Group of the Department of Justice's Antitrust Division. He holds economic degrees from Brigham Young University and George Mason University.

DuBravac is an active member of several professional organizations including the National Association of Business Economists (NABE) where he is on the board of directors and the National Business Economic Issues Council (NBEIC). He holds the Chartered Financial Analyst (CFA) designation and is on the board of directors and currently president of the CFA Society of Washington, DC. In his free time, he volunteers in his community by providing financial education through the Virginia Cooperative Extension.

DuBravac shares many of his insights and ideas on Twitter at @twoopinions.

**ZHOU Houjian**

Chairman

Hisense Group

Mr. Zhou Houjian was born in August, 1957 in Muping, Shandong Province, China. He graduated from the Electrical Engineering department of Shandong University in July, 1982. Mr. Zhou is the Chairman of the Board of Directors of Hisense Group and was a member of the 9th, 10th, 11th, and 12th National People's Congress of China.

In January 1992, Mr. Zhou became the Director of Qingdao Television Factory.

In August 1994, Mr. Zhou was appointed as the General Manager of Hisense Electronics Co., Ltd.

In February 1995, Mr. Zhou became the Chairman of the Board of Qingdao Electronic Instrument Co., Ltd. and the President of Hisense Co., Ltd. He was also appointed as the Director of the Qingdao Electronic Industry Management Office.

In March 1999, Mr. Zhou was appointed as President of Hisense Group.

In March 2000, Mr. Zhou became the Chairman of the Board of Directors of Hisense Group.

In July 2007, Mr. Zhou became CCP Party Secretary of Hisense Group.

Honors and Achievements:

- Mr. Zhou was honored with “National Outstanding Enterprise Leader” and “National Model Worker” awards. He also received the “National Labor Medal” and enjoyed distinction of award subsidies from the State Council.
- In 1998, Mr. Zhou was named an “Outstanding Expert of State” as well as becoming the first Chinese to receive the “Operation and Management Award.”
- In 2000 and 2005, Mr. Zhou was selected by CCTV as one of the “Economic People of the Year.”
- In 2002, Mr. Zhou was awarded the “Outstanding Contributor of National Quality Management” honor.
- In 2008, Mr. Zhou was selected among “most influential business leaders of china’s reform and opening -up” Award.
- In 2010, Mr. Zhou received the “Global Chinese Merchant Leader” Award.
- In 2011, the Georgia State Government of the United States issued a State Honor Award to Mr. Zhou, becoming the first Chinese business person to receive this award.

SPEAKERS AND PANELISTS



Madam QU Weizhi

**President of China Electronics Chamber of Commerce
and the Counselor of State Council of the People's Republic of China.**

Madam Qu Weizhi is the President of China Electronics Chamber of Commerce and the Counselor of State Council of the People's Republic of China. After graduating from Modern Mechanics Department of University of Science and Technology of China in 1968, She attended the on-job postgraduate courses of College of Economics and Management in University of Science and Technology of China from 1990 to 1992 and obtained the master's degree in engineering in 1993.

Madam Qu served successively as the Vice Director, Executive Vice Director and Vice Secretary of Party Group for State Council Informatization Office from October of 2001 to December of 2006. She worked as Vice Minister of Ministry of Information Industry, the Secretary of the Party Committee and member of the Party Group directly under the authority of Ministry of Information Industry and was elected as the delegate for the 16th National Congress of the Communist Party of China from April of 1998 to March of 2002. From January in 1996 to 1998, she served as the member of the Tianjian Municipal Standing Committee of the Communist Party of China and the Vice Mayoress of Tianjin Municipal Government and was elected as the delegate for the 15th National Congress of the Communist Party of China. From 1993 to 1995, she was the Vice Minister and member of Party Group of Ministry of Electronic Industry and the director of Promotion and Application Office for Electronics Information System.

During working at the Ministry of Information Industry and State Council Informatization Office, Madam Qu acted as the chief editor and published such works as Information Industry in Terms of Economic Restructuring in China, Information Industry and the Economic Development in China, Research and Exploration on IT Industrial Restructuring of China, Information Society: Concept, Experience and Choice, making great contribution to the development of Chinese Informatization and IT industry.



Alfred Zhou
Managing Director
GfK China Consumer Choices

Mr. Alfred Zhou is the Managing Director of GfK Retail and Technology China Co., Ltd. He has over 20 years experience in sales and marketing management roles in technical consumer goods (TCG) industries.

Alfred Zhou understood market dynamics and delivered the true value of industry insights to enable clients to build up their competitive advantages and create winning strategies. With his deep knowledge and domain expertise, Alfred Zhou has become a leading voice for China's TCG industries and the globalization of Chinese enterprises, and has been recognized as a thought leader by domestic and international publications as such. Alfred Zhou is also the Vice Secretary-General of Dealers Committee of China Electronic Chamber of Commerce.

Prior to GfK, Alfred Zhou led the efforts of Product Marketing for APAC region in a multinational IT company.

**Joseph C. Beiser**

Director, Ford Connected Services, Asia Pacific, Africa, and Europe
Ford

With more than 20 years experience in the automotive arena, working both at Ford and automotive components supplier, Visteon, Joe Beiser has held various roles ranging from software and traditional engineering to business development and leadership roles.

Beiser is responsible for connected services strategy & development efforts for Ford, focusing on creating new partnerships and delivery of products related to technology and connectivity.

A new resident of Shanghai, China, Beiser has a passion for all things fast – especially the rapid pace of emerging technology.

Previously, Beiser was a lead in the development of the original business case for the award-winning Ford SYNC in-vehicle connectivity system. In addition, he led the implementation of the cloud based support system for SYNC, which makes the system adaptable and easily upgradable to meet market and consumer demands. Beiser also managed the creation and launch of a Web-based SYNC user community which has provided important feedback leading to new and improved SYNC features and services.

Along with his distinguished career at Ford and Visteon, Beiser has held noteworthy management and leadership positions at Eaton Corporation, a global company offering broad power management solutions, as well as California-based Color Spot Nurseries.

Wanting to be an electrical engineer from a very early age, Beiser holds a bachelor's degree in Electrical Engineering and Computer Science, along with a master's in Electrical Engineering and a master's of business administration in Operations and Finance.



Jay Huang
Managing Director
Intel China Ltd

Jay Huang is Managing Director of Intel China. He is responsible for Service Provider Sales and Beyond PC (Embedded Devices and Mobile Phone & Tablet) Sales for PRC region. Previously he has managed Intel China's Government Affairs and Standard groups.

Prior to joining Intel, Mr. Huang was Vice President of Nortel Greater China and then Vice President of Nortel Asia. As Vice President of Nortel Asia, he oversaw the Carrier Networks Division across Asian region.

Jay Huang received his Ph.D. in Mathematics from Queen's University, Kingston, Ontario, Canada, and his Master of Engineering and B. Sc. from Beijing University of Posts & Telecommunications, Beijing, China. He lived and managed organizations in Canada, US and China.

**Dr. Ting Wei Li**

SVP of Sales and President of Greater China
Broadcom

Dr. Ting Wei Li serves as SVP of Sales and President of Greater China, and he will direct Broadcom's regional sales strategy and operations, business development and partner programs. He will also lead Broadcom's engagement with regional standards and policy setting organizations.

Dr. Li has spent his career serving China's largest mobile and consumer electronics companies, leading teams of highly skilled engineers and working with U.S.-headquartered companies to advance their operations in the region. He joins Broadcom from Marvell where he served as Vice President and China General Manager. Prior to Marvell, Dr. Li was head of Qualcomm's Shanghai office and Senior Director of Business Development. Previously he served as Technical Deputy at Lucent Technologies and held research positions in the U.S. and China. Dr. Li began his career in a variety of research roles in materials science and experimental physics.

Dr. Li earned a Ph.D. in experimental physics from Leiden University in the Netherlands, a Master of Science degree from the Chinese Academy of Science and a Bachelor of Science degree from Shanghai Jiao Tong University.

**Dr. Lv Qianhao****GM of ZTE handset Marketing Strategy****ZTE**

Dr. Lv Qianhao is now the General Manager, Marketing Strategy Department of ZTE Mobile Devices. From April 2009 to June 2010 he served as the director for competitiveness and differentiation and the chief engineer for planning in the company's Wireless Product Architecture Department. In that department, he was responsible for market trend analysis and research, wireless roadmap and platform policy formulation. From June 2007 to April 2009 he worked as the director for competitiveness and differentiation and as the deputy chief engineer for planning in the GSM product line of the Wireless Product Business Department.