

VET.

① ^{Sr. Mg.} ~~dyita~~-vet. Alice. (T2)

a. Evet. M. - Jackie. (T2)
- T-Mall

b1. Evet ^{AM} - Beijia. (T1)
- 4th k

b2. Evet ^{AM} - Xiaojing (T1)
- 4th T-Shop

c. Evet ^{AM} - Yue Qin (T1)

d. Evet M. Snow Sun (T2)

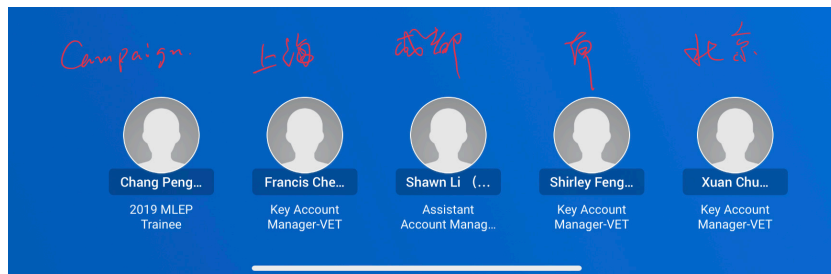
e. MLEP - Edith (T1)
- BD.

② Mkt. Leiya Ye.

- a To C Mkt. - Jolie (T2)

- Dog Cat to VET. -
- Ed Video.
- b. PM. - Chen Helin (T2, vet bg.)
 - prof. vet mat.
 - case competition.
 - Vet Conf.
- c. MLEP - Tina Meng (T1,
 - demand NPD
 - mat.
- d. Cu Mkt. - July (T1) (Stella)
 - NKA Mkt needs.
 - 瑞友医院
- e. Digital Ed. - Yexia Li (T2)
 - Vet portal (content & dev)
 - pref. vet audience. (2B)

③ NKA. Bob Wu.



④ offline. - Jungang He (P1)
Yongjun Bao (P1)

⑤ SOP - Julia. (T2)

a. SA AM - Ying Tang.

NSOP

Customer Mgmt & Sales Capability Sr Mgr

- Gloria. (T2)

- a. Serena (T1)

PRO

PRO head. Vivian Dai.

SPT - Brock.

A. Offline - Seven
- 2 MLEP.

上海 sales.

B. SIS 线上旗舰店 - Joyce Jin

1. - Jessica.

2. DY - Zoe
Lawrence - Tmall
Lan Wang -
Jocelyn Xiang

SIS

1. DY

2. TM

3. JD.

3. JD SIS

4. KTB - Rebecca, Xiaoyu

Q20

EKA - 1. JD.
2. ?

C. EKA 电商大部 - Wenjie Tan (Jay)

Bogi, 金多乐, 京东自营

- 2AM, 1M, MLEP (Cherise) - JD


D. Omni 分销线上垂直客户 - Na Li
- Yu Chen
- Chaoliang Yang EKA AM.

E. SPT MKT.

? Data

F. SOP - Tigo.

1. Trade Mkt.

Strategy 

SIS - Branding, 招募, 高端 & 品种粮

EKA - 与头部建战略, 线上推荐, 或宠留存 & 升级

C店 - 合作质量 & 投资透明度, Edu & Service for 推荐
精选产品分销.

offline - 365 招募, 高端 (groomer) _{strategy}, 知识 & 教育驱动

分销 - 直供, X 倒货

大包装配款制.

- DY

1:1 w/ Brook.

SIS < JD or TM.

MKT - Data?

EKA - JD ←

Sales - 上海 & D/SO.

1. Intro

- Digital / 数字, 智能

- Project based - lead & collab & innovate/change

- Panel:

① FROM: How products are made.

TO: How products are sold/marketed.

② ZI - superpremium 产品相关.

SIS - SPT 打造 Superpremium 的阵地.

我可以更完整的看到产品的价值传递
& 了解到竞品

2. Qs

- SPT 的战略. ^{Data}数字化的战略 & 想做但在路上的 initiative
D2C

- 我看到的岗位, & 战略方向上还有什么机会.
需要什么 core skill.

- 我可以跟谁聊. for next.