

STEPHEN LEE

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Executive Summary - Innovative and result driven leader focused on achieving exceptional results in highly competitive environments that demand continuous improvement. A proven track record of accomplishments in driving effective business operation and business profitability through effective execution capabilities of sales management, go to market strategy, effective operation cost streamlining and international business developments/partnerships in support long term business goals and objectives. Known for building and motivating top-performing cross-functional and cultural diverse teams that exceed corporate expectation. Areas of expertise in:

• Ecommerce and social commerce business • Sales and Marketing Management • Product Marketing and Portfolio Management • General Business and front line leadership • International sales operation and business developments • Business Operation cost reduction • Cross functional team leadership and Cultural Diverse team management

PROFESSIONAL EXPERIENCE

Country Manager, 2014
Easy Taxi Taiwan

Managed and led Easy Taxi Taiwan, one of the largest Taxi Hailing service application in the world, with more than 400,000 taxi drivers signed up and 15 million downloads in 33 countries worldwide.

Founder and Managing Director, 2013
MARCAPOLLO Company

A "SoMoClo first" platform development and service company that has a long term goal and mission to "enhance the quality of people's well-being and small business's performances" through the technology of Internet and cloud computing applications.

Managing Director/Country Manager, 2012-2013
Sales Director, 2012
Travel team senior sales manager, 2012
GROUPON – Taipei, Taiwan

Joined GROUPON Taiwan – one of the largest group buy company in Taiwan and largest in the world, as one of the 4 C-level senior managers that were selected and recruit to join the GROUPON Taiwan CEO succession plan. The program lasts 2 quarters of intense challenges and aggressive target for candidates to demonstrate and proof one's strong leadership, cross functional team work and sales goal oriented capabilities. The first role was to assist the company in developing a new travel sales team that would be operating nationwide in 3 major cities. In passing the first challenge among all candidates I was to proceed and promote to the new role of sales team director in leading entire national sales team. In July 2013 after 2 months of nominated as director of national sales I get formally announced and promoted to the role of CEO/Managing director of GROUPON Taiwan. I was in charge of leading entire company's operation including 5 city

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sales branches nationwide and an owner of company's P&L as well as driving down business operation costs to obtaining short and long term top and bottom line revenue target. Other role of which I deem critically important during my post were to actively find and recruit various functional managerial talents that would assist the entire business operations to perform and take company to next level. I was also actively involved in quarterly online marketing strategy and PR brand planning, this too goes with Technology team's new product development and site innovation enhancements projects.

Key Accomplishments:

- ✓ Responsible for setting up GROUPON Taiwan travel team and business.
- ✓ Grew Travel deal business up to 300% growth in less than 4 months from commencement
- ✓ In Q1 2012: Managed 8 travel business consultant across 3 major cities in delivery 40+ hotel accommodation and resort deals monthly
- ✓ Kick off and started the GROUPON APAC travel deal initiative in sharing and featuring local merchant and overseas merchant at local country sites monthly across GROUPON APAC countries with members total reaching 40 million subscribers across 12 countries.
- ✓ Responsible in signing and partnership with one of the largest travel deal featured in group buy site Q1 2012 "Eda Skylark" deal that generated 350K USD in booking in less than 5 days.
- ✓ Responsible in leading sales team to hit a monthly run rate of 35% new merchant activation out of total deal featured in driving business expansion. Driving down deal fatigue and improve customer satisfaction of members.
- ✓ In Q2 2012: GROUPON Taiwan was delivering 1200 new deals monthly to our members. An average of 35 to 40 deals daily nationwide. Reaching a total 15000 unique merchant partnerships since the inception.
- ✓ In Q3 2012 GROUPON featured and partnership with Swensens, TGIF, Din Qua Qua and UNIQLO.
- ✓ Managed and led the customer service team initiative of 7 days a week call in service and 9am to 12am weekday customer care service initiatives in improving our post sale service deliveries to our member compare to other industry player or competitors.
- ✓ By end of 2012: GROUPON Taiwan subscribe member hitting 3 million and a Facebook fan page of 400K
- ✓ Led and initiated the GROUPON Love Antz Program: Assisted small disadvantage charity groups in 3 fund raise deal campaign that totaled a record amount of 400K usd in just sum up period of 21 days in second half of 2012.
- ✓ Through successful Top Merchant Campaign in Q4 2012: GROUPON Taiwan hit record high booking in Q4 2012 contributed highest target hit rate in East Asia region with a quarter on quarter base year on year comparison growth of 40% and an total annual year on year growth run rate of 25%. Total on an annual business booking estimation of 65 million USD.
- ✓ Responsible and led through Q4 2012 and Q1 2013: For the first time ever GROUPON Taiwan to hit 3 consecutive breakeven and profit making months in first time of 2 years since the inception.
- ✓ Successfully in 2 quarters to optimize the marketing and operation expenditure to drive down a total comparable 70% annual operation lost reduction compare year on year to year 2011.
- ✓ In Q1 2013, lead and successfully launch the new website UI page for GROUPON Taiwan.
- ✓ By 2013, GROUPON Taiwan consists of a total staff of 235, operating in 6 cities with 10 functional department s and functional leaders reporting directly to me and the new recruited COO.

Country Manager, 2012
Reebonz Taiwan – Singapore

Managed and led Reebonz Taiwan: one of the largest online premium luxury shop in Asia.

Key accomplishments:

- ✓ Led and reform the local sales team's operation and recruitment of local operation director
- ✓ Achieved a boosting 20% sales growth in first 2 months of enrollment through specialized localized online "Balenciaga" campaign

International Sales and Marketing Director, 2010 - 2011
EMEA regional Sales leader, 2009 - 2010
Product Manager, 2009
GIGABYTE Technology – Taipei, Taiwan

Managed GIGABYTE power, thermal and casing business division's product at initial enrollment upon joining the company. After first 4 months as requested from the group's vice chairman demand to be transferred and appointed a new sales leader role of leading GIGABYTE's notebook business division in regional team developments, global market expansion and new market activation to bring GIGABYTE notebook business and brand into a global scale.

Key accomplishments:

- ✓ Successfully reformed and expanded the local sales team into global regional sales operation of 6 major world regional market: America, RCIS, META, NEA, SEA and Greater China.
- ✓ Responsible and participated in the initial 20 new business development managers recruitments and training developments from the very start.
- ✓ Led a team of total 28 business development managers (a third of the team were foreign nationals) in global business expansion and marketing into 33 various countries channel business partner in promoting our brand locally.
- ✓ In 18 months of expansion we successfully reach and over exceed our target of a y/y growth of 300% +. Annual shipment run rate by product unit hits 300K + and a revenue run rate of 150 million USD.
- ✓ In 12 months of expansion, we expanded from 12 countries into 30 countries of new market and activations.
- ✓ Managed and led team to show case at each annual IT trade event such as CES, CeBit and Computex and led team in meeting up our strategic channel partners around the globe in planning coming new product launches and roll outs.
- ✓ Actively participated and partnership well with our strategic vendor partners (Intel, Microsoft, Pegatron, ECS, Kingston and Quanta) in sourcing, procurement, forecasting, loyalty programs and new model manufacturing projects.

Senior Business Analyst, 2007 – 2008
Accenture – Johannesburg, Gauteng, Republic of South Africa

Responsible in supporting one of the country's largest retail chain (Edcon) store system project available at the time. Throughout project development was actively enrolled in continuous determining new system functional requirement for client's new retail stores system's operations and seek solution in bridging gap between the client and internal technology team in drawing up new functional specification requirements for system developments in generating business value, optimization and efficiency in increasing the client business's performance.

Key accomplishments:

- ✓ Actively participated and contributed within the cross functional project team of some 10 business analyst, 6 business consultants and 20 technical engineers in various project stage development and roll outs
- ✓ Successfully assisted and supported the development and roll out of store POS interface development, payment, configuration and reporting module at the time of enrollment.
- ✓ Successfully supported the project pilot and store roll out of 250 stores (Total 1200 store nationwide) in a period of 5 months.

Product Manager, 2006 – 2007
Rectron Holdings – Midrand, Republic of South Africa

Responsible in marketing, portfolio managing and product launch/EOL management of Logitech, LG and Gigabyte product ranges in one of the top leading ICT distributor company within South African market.

Key accomplishments:

- ✓ Supervised distribution replenishment of products to 6 regional sales branches
- ✓ Managed and led the planning and procurement order tasks with vendors from the monthly sell in and sell out analysis for all 3 brands nationally in accordance the right product roadmaps fitting the right market demands.
- ✓ Effective control of product pricing/margin/ P&L across 3 brand portfolio in ensuring right STP management in utmost gain throughout various product life cycles within stages of market/channel developments.
- ✓ Support and developed sales enablement tools and provided trainings daily with the national sales team: 35 senior B2B sales managers in product knowledge building, cross competition spec pitches trainings, new product launches preparations and key selling factors trainings.
- ✓ In 12 months, achieved a Q/Q average growth at 20% in sales and announced the managed portfolios as one of the fastest growing and revenue generated brand ranges in company.

EDUCATION & CREDENTIALS

MBA, Business Leadership • University of South Africa – SBL, Midrand, Gauteng, Republic of South Africa
Strategic Management, Honors • University of Johannesburg – Johannesburg, Gauteng, Republic of South Africa
Marketing Management, B.com • Rand Afrikaans University – Johannesburg, Gauteng, Republic of South Africa

LANGUAGE & SKILLS

- ✓ Extensive experience in ICT distribution, IT project consulting, ODM manufacturing and online social commerce business.
- ✓ Extensive experience in international business developments and market expansions initiatives
- ✓ Cost reduction and P&L management skills
- ✓ High EQ and soft skills capabilities
- ✓ Experienced and strong in vendor/clients negotiation and relationship managements
- ✓ Strong demonstration and capabilities in front line business leadership
- ✓ Strong cross functional team leadership capability
- ✓ Strong culture diverse team management skills
- ✓ Great market sense and data driven ability
- ✓ Great interpersonal communication skill
- ✓ Great Online Commerce and Marketing knowledge in SEM, CPC, CPA and social media marketing
- ✓ Proficiency in MS OFFICE and all different software, good in Market Deep Dive and related financial report analysis.
- ✓ Native Chinese Mandarin speaker and English