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| **James Taylor**  RedStone Center Garden, RuYiJu, 2-2-1602; Hangzhou, P.R. China  Phone: (+86) 138-1775-1096; E-mail: [james.taylor.m@gmail.com](mailto:james.taylor.m@gmail.com) |
| **International Sales & Marketing Professional** |
| **PROFESSIONAL PROFILE:**  Highly versatile international sales-marketing professional with a diverse background in multiple industries. Extensive experience in multinational environments including management positions in wholly owned Chinese corporations and Sino-US JV’s.  Strong track record in developing sales teams and agent-distribution networks in medium to large sized organizations experiencing rapid growth, increasing sales and profitability, and executing effective sales-marketing strategies.  *Management Qualifications:*   |  |  | | --- | --- | | * P&L Management * Sales & Business Development * Pricing Strategy & Management * Budget Creation & Control * Market Segmentation & Strategy | * CRM & Sales Activity Management * Sales Force Development * Channel/Network Development * Product Development & Management * Brand Management | |
| **EXPERIENCE:**   |  |  | | --- | --- | | *XIZI OTIS ELEVATOR CO. – Hangzhou, China* | *Nov 2010 - Current* | | ***Marketing Director*** | | | Joined this Sino-US JV of Otis Elevators (highest grossing BU for Otis globally) as Senior Marketing Manger and was promoted to Marketing Director. Set annual sales targets and policies, create product pricing strategies, research customer and market trends, manage CRM & Sales Activity Management system, and coordinate product launches. | | | * Design and implement sales-marketing strategy to capture market share and increase sales by 30% to over 1Billion USD in 2011. * Create innovative product strategy and coordinate product launches and promotion. * Design and manage incentive and commission schemes for sales staff and agents. * Lead market research teams nationwide in building and standardizing analytical research models. * Manage CRM and Sales Activity Management platform. | |  |  |  | | --- | --- | | *XIZI OTIS ELEVATOR CO. – Hangzhou, China* | *Aug 2007 - Oct 2010* | | ***Senior Marketing Manager*** | | | Responsible for pricing management, sales management, and channel strategy in China. Designed and implemented incentive programs for the company’s 150 sales staff nationwide, commission programs for over 280 sales agents, and new system based CRM & sales activity management. Designed regional pricing strategies that increased sales and profitability across product lines throughout China. | | | * Set annual sales targets and designed regional product pricing strategy significantly increasing ROS for 800’M USD domestic sales in 2010. * Developed sales-channel strategy combining agents, distributors, and direct sales. * Designed channel partner assessment and development programs. * Created product-service value propositions. * Developed sales force qualification criteria and performance metrics. | |  |  |  | | --- | --- | | *TIANLONG MANUFACTURING GROUP – Shanghai, China* | *Jan 2007 - Jul 2007* | | ***Corporate Sales Manager*** | | | Managed sales & project teams in 3 tooling, plastic injection molding, and assembly factories in Shanghai and Ningbo. P&L responsibility for a medium size Chinese manufacturing group. Lead companywide quality and process improvement initiatives increasing profitability and customer loyalty. | | | * Increased sales by 20%, managed 42’M USD sales in 2007. * Integrated sales systems and strategies for multiple subsidiaries. * Penetrated new market segments and developed existing strategic customers. | |  |  |  | | --- | --- | | *TIANLONG MANUFACTURING GROUP – Shanghai, China* | *Mar 2004 - Dec 2006* | | ***Key Account Manager*** | | | Developed new automotive and electronics markets in North America and Europe for a medium size Chinese manufacturing group. Organized and managed multi-department work cells ensuring value stream alignment and customer satisfaction. Promoted to Corporate Sales Manager as a result of my successes. | | | * Increased sales by 3 million USD from 2005-2006 * Developed new strategic customers and technology partners; business development * Successfully designed and implemented consignment programs for several new strategic customers in North America & Europe. * Organized promotional events and developed marketing materials. | |  |  |  | | --- | --- | | *VASCORE MEDICAL INSTRUMENTS – Shanghai, China* | *Aug 2002 – Sep 2003* | | ***Product Manager*** | | | Joined this small startup company manufacturing stents for the Chinese market and coordinating efforts to enter European markets. Developed marketing materials, coordinated promotional events and product launches, as well as gave training seminars to new customers. Coordinated with overseas customers and suppliers to develop new products and organize clinical trials. | | |
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| **RELEVANT SKILLS:**  ***Languages***  ENGLISH – Native  CHINESE (MANDARIN) – Fluent Spoken & Written  ***Computer Skills***  Microsoft Office, Photoshop, & BO/BI report creation  Experience using ERP systems |
| **EDUCATION:**  ***MBA***  Rutgers Business School - Newark, NJ (2009 – 2010)  ***B.S., Biology***  Arizona State University – Tempe, AZ (1996 – 2001)  *AVAILABLE TO TRAVEL AND/OR RELOCATE* |