

Curriculum Vitae



Contact Information

Name: Liu Dan Dan, Claire
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Personal Information

Age: 33 Date of Birth: 1 July 1981
Nationality: China National Sex: Female

Executive Summary

Working Experience: More than 6 years training related experience in MNC, including

1. Instructional design – a solid understanding of instructional design theory, coupled with rich practical experience.
2. e-Learning – possess deep understanding of e-learning from learning behaviour, learning system design, content development and management to strategic planning.
3. Project management – well versed with project management principles and processes, experience in dealing with vendors, cross functional working experience in area of instructional design.
4. Global projects – involved in several global projects, serving as the voice of China market and the liaison key contact of China market.

Academic: A postgraduate master degree with solid fundamental in economics and management.

Education Background

1. Master in Management
University: Economy Department, Shanghai Academy of Social Sciences
Major: Tourism Management
Graduation Date: Sept 2004 – July 2007
Subjects: *Microeconomic, Macro-economic, Statistics, Industrial Economics, Management Science, Marketing Management*
2. Bachelor in Tourism Management
University: University of Inner Mongolia (China 211 University)
Major: Tourism Management
Graduation Date: Sept 2000 – July 2004
Subjects: *Tourism, Accounting, Financial Management, Consumer Behaviour, Economics, Business Management, Calculus*

Other Qualifications

1. Advance English Oral
Institution: Shanghai Xianzhi Institute of Further Education
Completion Date: July – Sept 2006
2. University English – Level 6
Completion Date: Mar 2004

Employment History

1. Company Name: Nu Skin (China) Daily-Use & Health Products Co. Ltd
Position Title: Manager, Professionalism Advancement (Training Manager)
Specialization: Training & Education
Industry: FMCG – Direct Selling
Date Joined: Sept 2013

Date Left: Present

Key Responsibilities: Reporting to Director of Innovations Institute (Training Director)

Nu Skin Enterprise is one of global top 10 direct selling companies with business operation in more than 50 countries with more than 200 products. Nu Skin Greater China is one of best performing countries with 100% growth in 2013.

I lead a team of 3 training specialists in one of the function units under Nu Skin Greater China Training Department. My team support training needs of various departments across Nu Skin Greater China.

1. Learning & development programmes development

Based on company's vision and business directions as well as various departments' strategies, my team will scope and develop comprehensive learning & development programmes to meet these needs. Suitable vendors may be engaged to work with us on certain programmes. Among the programmes in development include New Employees Orientation, Nu Skin's Corporate Culture Programme, New EP On-boarding Programme, etc. Each of these programmes will have components like training courses, handbooks, on-job training and coaching, programme ambassadors, etc.

2. Source and implement training courses

In order to effectively enhance the competencies of internal talents, my team support all departments in closing the competencies gap through offering effective and relevant training courses for internal talents. Among the areas of work we offer under this include:

- a. Conduct training needs analysis for various departments.
- b. Identify training gaps for each department.
- c. Source for suitable training courses.
- d. Custom-made training courses to meet specific needs.
- e. Implement in-house training courses.

3. Talent Development & Learning Management System

Besides offering face-to-face training, Nu Skin also offers online learning for internal staff. In order to effectively offer this, my team will work with vendor to set up and maintain a Learning Management System for this purpose. This Learning Management System is a robust system which enables:

- a. Staff to manage their own learning, i.e. able to capture their training needs, register training courses, etc.
- b. Learn online courses.
- c. Learn mobile courses, i.e. through tablets and mobile phones.
- d. Online forum.
- e. Webinar.

2. Company Name: Amway China Corporate Limited

Position Title: Senior Executive, Learning & Development

Specialization: Training & Education

Industry: FMCG – Direct Selling

Date Joined: June 2009

Date Left: Sept 2009

Key Responsibilities: Reporting to Senior Manager, e-Learning & Special Project

Amway China is the largest affiliate in the world of Amway, contributing more than 45% of global revenues. Furthermore, Amway China has few millions distributors spread over the country. Amway China Training Institute's mission is to provide competency training to distributors in leadership, soft skills and product training. Besides instructor-led training or

face to face training, e-learning is another key pillar in distributor training due to the geographical widespread and huge number of distributors. Amway China Training Institute has the most comprehensive training resources in Amway globally.

Based on company and department strategies and distributor competency model, I lead a team of 2 personnel to plan e-learning training curriculum, handle content development as well as manage external resources. Under my portfolio, I handle 3 major areas:

1. Content Development

I oversee the whole e-learning training system, from plan developing the training curriculum, conducting training needs analysis, content development, project management, vendor management and training implementation. Courses that I have developed include corporate culture and values, product knowledge, selling skills, etc. I have also worked on project to develop blended training, AV training courses, etc. I have developed more than 70 courses.

Besides that, I was one of the key team members in setting up the current Learning Management System (Sumtotal).

2. Represent Amway China Training Institute in Global Projects

I represented Amway China in many global projects include developing global beauty curriculum, development, testing and implementation of distributor competency model self-assessment tool.

3. Training Support to Greater China and South East Asia

I am responsible to provide training support to other Amway affiliates in Greater China and South East Asia, including assisting them in conducting training needs analysis, identifying training requirements, selecting the appropriate training providers, communicating training requirements to training providers and ensure meeting requirements, support in training implementation. I have supported Taiwan, Hong Kong, Malaysia, Singapore, Vietnam and Indonesia.

3. Company Name: Shanghai Jia Shi Information Tech Company

Position Title: Training Specialist

Specialization: Training & Education

Industry: Information Tech

Date Joined: July 2007

Date Left: May 2009

Reason of Leaving: Looking for better opportunity

Key Responsibilities: Reporting to Project Manager

Shanghai Jia Shi Information Tech Company is a subsidiary of Taiwan Knovia Group which specializes in providing human resource development solutions for Greater China region. The solutions include learning management system, e-learning content, blended training solutions and training consultancy services.

My responsibilities cover:

1. Develop customize training solutions to clients.

Based on the training requirements gathered, I put together training solutions which cover both instructor-led training courses as well as e-learning courses. I also assisted in overseeing the development of the entire training solutions meeting clients' requirements.

2. Provide sales support

I provided technical support to sales team include presenting e-learning solution (LMS and courses) to clients, analyze clients' training needs and prepare technical proposal.

3. Provide event support

I participated in organizing company events in various functions.

Language Proficiency

Language	Spoken	Written
English	8	8
Chinese	10	10

Areas of Expertise

Learning & Development
Project Management

e-learning
Vendor Management

Content Development

Other Information

Willing to Travel:	Yes
Willing to Relocate:	Yes
Possess Own Transport:	No
Expected Monthly Salary:	RM6,500
Notice Period:	1 month
Reference:	Will be provided upon request