

ERIC JOHNSON

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SUMMARY

- 3 years B2B2C new business and product development and planning experience in telecom and smartphone industries
- Strong business insight and highly sensitive to trends in technology, consumer behavior, and policy
- Outstanding skills in market research, problem structuring, data analysis, strategic planning, and business negotiation
- Wide exposure and rich experiences across functions: sales, marketing, supply chain, consulting, finance, and strategy

EDUCATION

Thunderbird School of Global Management

Phoenix, AZ, USA

MBA in Global Management

May 2014

- SHARE Fellow: Thunderbird's prestigious full scholarship for select students committed to creating economic prosperity in developing markets, 1st Chinese recipient

Wuhan University of Technology

Wuhan, Hubei, China

Master of Engineering in Mechanics and Electronics

Feb 2009

- Full Scholarship – based on academic merit

Bachelor of Engineering in Telecommunications

Jul 2006

PROFESSIONAL EXPERIENCE

Blue Messaging (Artificial intelligence startup backed by Endeavor Global)

Mexico City, Mexico

Summer Associate

Jun 2013 – Present

- Developed go-to-U.S. business strategy: analyzed the U.S. digital marketing market's drivers and constraints, identified target sectors, conducted internal analysis to diagnose issues, developed horizontal and vertical product roadmap for enterprise users across industries

Nasseo (AZ Innovation Challenge 2013 winner)

Peoria, AZ, USA

Summer Analyst

Jun 2013 – Present

- Quantified business issues through financial modeling: built financial model to measure economic impact based on different fundraising scenarios, prepared financial statement to facilitate managerial decision making, forecasted project budget for new product launch

Huawei Technologies (3rd largest smartphone vendor worldwide)

Fujian Province, China

Area Sales Manager and General Product Manager

Oct 2009 – Apr 2012

- Led and managed a 10-person team in charge of marketing and sales of three consumer electronics product lines.
- Identified new growth opportunities: conducted ongoing market and competitive intelligence, integrated internal and external resources by cross-functional cooperation, identified market entry point, launched aggressive market campaign; resulted in successfully launching Huawei's first Android phone
- Initiated innovative partnerships across industries with SOEs and private-owned distributors; resulted in maintaining #1 CDMA market share and #2 smart phone market share, second to Samsung, from Jan. 2011 - May 2012
- Reconstructed sales pipeline by applying innovative sales model; resulted in increasing sales from \$16M to \$60M
- Launched multi-channel marketing campaign, leveraging partner's resources; resulted in maximizing premium products' exposure and enhancing Huawei brand awareness in consumer market
- Awards: "2009 Best Employee", "2010 Best Team" (mobile phone product line, China region)

Sales Associate and Mobile Product Manager

Apr 2009– Oct 2009

- Led a 3-person team in charge of marketing and sales of mobile phones in Fujian
- Developed innovative distribution strategy by leveraging channel partnership: resulted in decreasing inventory, increasing product turnover rate, increasing mobile phone sales by 130% (\$3.7M) and market shares from 9% to 21% within 3 months

ADDITIONAL INFORMATION

Languages: English (fluent); Mandarin (native); Cantonese (listening comprehension only)

Other Skills: Google Apps, Microsoft Office, SPSS, Certified Supply Chain Professional (in progress)