Mingjian Shao-12 years IT, BD and Digital Experience

🙋‍♂️ Overview

📱 [+86 133 233 89924](tel:+8613323389924) 🏫 Bachelor's Degree in German 🗒️ Literature, @SISU, 2008-2013

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👨‍💻 Work Experience

Director of Digital Publishing and Information Center
Jieli Publishing | August 2024 – Present

- Team Leadership: Led the digital publishing and IT teams, optimized resource allocation, and successfully reduced operational costs by 30% within six months, turning the department profitable.
- Digital Business Development: Oversaw digital publishing collaborations with mainstream platforms, spearheaded a hardware manufacturer licensing model, and exceeded the 2024 annual performance target by 15%.
- IT Management & Optimization: Restructured and optimized the IT architecture, enhanced system stability by switching service providers, deployed bastion hosts to strengthen network security, and established an IT request management system, reducing the average issue resolution time to 48 hours.

Director of IT and Informatization
Beijing HUBS Education Technology Co., Ltd. | October 2021 – August 2024

- Digital Process Transformation: Led the Lark-based digitalization initiative, standardizing and automating over 40 business processes through extensive consultation and coordination. Optimized CRM and R&D workflows, improving team efficiency by 40%+ and enhancing collaboration through transparent information flow. Developed process performance analytics with computed fields and visualized data, identifying bottlenecks and coordinating interventions with key stakeholders.
- IT Operations: Managed IT team and established an IT asset management system. Oversaw software/hardware selection, infrastructure setup, network maintenance, and conference systems. Developed IT technical guides, SOPs, and training documents to streamline onboarding/off-boarding device management. Leveraged Lark's security and audit features to safeguard information assets during employee transitions. Introduced AI tools and technologies, ensuring all employees became proficient in at least one or two AI platforms.
- Project Delivery & Client Management: Led technical integration and platform delivery for key clients, including Bank of China, Minsheng Bank, PetroChina, ICBC, China Construction Bank, New Hope Group, and ENN Energy. Successfully delivered 20+ projects, with total contract value exceeding ¥30 million, earning high customer satisfaction and improving delivery quality.
- Live Broadcast & Hybrid Learning: Facilitated Harvard Business School (HBS) faculty sessions, scheduling and assisting professors with equipment setup and conferencing tools (Zoom, Lark, Tencent Meeting). Developed technical contingency plans to mitigate risks during live events, ensuring smooth execution of 50+ live sessions annually. Oversaw hybrid learning delivery, managing on-site and remote event technology, service providers, and execution teams, ensuring high-quality delivery to clients.

Digital Business Consultant

VisionTalk Technology, Beijing Office | December 2020 - Present

- Provided strategic consulting services to management on digital business and publishing industry trends, offering expertise in digital transformation.
- Assisted in maintaining and expanding relationships with publishing clients, ensuring continued collaboration on ongoing projects.

Business Development Manager

Oxford University Press, GBD Beijing Office | January 2021 - July 2021

- Leveraged industry resources and deep understanding of content and market needs to develop new business in the online education technology and smart hardware sectors.
- Secured 13 new partnerships within 4 months, delivered 5 ongoing collaborations, and achieved a total contract value of ¥35 million in 6 months.
- Key clients included ByteDance, iFLYTEK, TAL Education Group, Xiaomi, Baidu, among others.

Director Of Business Development

VisionTalk Technology, Beijing Office | July 2019 - December 2020

- Team Leadership: Built and managed a Beijing team focused on expanding the company's presence in the publishing industry.
- Content Management: Coordinated with publishing and book platform teams to analyze market data, guiding content and sales teams in the selection of high-quality products and intellectual property.
- Business Development: Led the development of the "BookVision" product, driving its marketing and expansion within the publishing sector. Managed vendor relationships and ensured high-quality product delivery.
- Participated in industry events, curating and managing exhibits to further the company's influence and create new business opportunities.

Digital Sales Manager

Penguin Random House, North Asia, Beijing Office | April 2018 - June 2019

- Digital Asset Management: Coordinated publishing and design teams to organize and catalog the company's digital assets, creating a digital rights management database for electronic books and other assets.
- Audio Production: Oversaw voice talent selection and managed the production of audio content for key series such as Peppa Pig and Magic Treehouse.
- Business Development: Led digital business development efforts, forging partnerships in the education and AI sectors with clients such as Amazon, Tencent, iReader, Ximalaya, etc.
- Played a key role in launching eBook business in China and became the only foreign publisher to operate eBooks directly on Amazon China.

Sales Co-worker (Young Potential Program)

IKEA, China, Tianjin Store | December 2017 - March 2018

- Maintain overall product exhibitions, sales and storage in the living room area.
- Understand customer needs and provide professional interior and home furnishing solutions.

- Work with the design team, redecorate showrooms, exhibit new products, build new use cases to help customers better understand IKEA design concepts, and apply them in their own homes.

Head of Digital Lab

Shanghai Translation Publishing House, Digital Lab | July 2013 - June 2017

- Team Formation: Recruited and trained a digital publishing team, creating a comprehensive digital content library in collaboration with the rights management team.
- Business Development & Channel Management: Expanded the company's digital distribution network, securing partnerships with major platforms like Amazon, JD.com, NetEase, iReader, Migu, Ximalaya, increasing annual revenue from ¥20,000 to ¥4.3 million.
- Product Manager: Led the development of the ""Yiwen Read" app, resulting in two successful app versions, winning the 3rd China Creative Industry Innovation Award.

🗿 Project Experience

CRM System

Beijing HUBS Education Technology Co., Ltd., Project Lead | August 2023 – November 2023

- **Project Overview:**
  Implemented a Lark-based business management system to streamline data entry, sales tracking, and performance planning.
- **Key Responsibilities:**
  - Coordinated with the sales team to consolidate fragmented business data and refine workflow processes.
  - Gathered internal business requirements, analyzed needs, and designed the database schema, fields, and workflows.
  - Developed CRM modules including clients, contacts, opportunities, contracts, proposals, strategies, marketing, and payments, ensuring a structured data relationship and automation.
  - Designed data visualization dashboards and automated reports, providing real-time insights into business performance.
  - Continuously monitored system usage, collaborated with end-users for feedback, and iterated on system enhancements.

Book Vision mobile Touch and Read solution

VisionTalk Technology, Project Lead | April 2020 - August 2020

- **Project Overview:**
  Developed an interactive reading solution integrating a smartphone camera, mobile app, and paper stand, enabling finger-touch reading for printed books.
- **Key Responsibilities:**
  - Led design and R&D teams to develop the Book App, completing testing and launching the product.
  - Designed and tested a paper stand, ensuring feasibility and mass production.
  - Collaborated with publishers to bundle the product with upcoming book releases and supported national project applications.
  - Continuously monitored system usage, collaborated with end-users for feedback, and iterated on system enhancements.

Beijing Book Fair Digital Exhibit

VisionTalk Technology, Project Lead | July 2019 – August 2019

- **Project Overview:**
  Organized VisionTalk Technology's first offline exhibition at the Beijing Book Fair, showcasing the company's technological advantages and product lineup, while co-hosting two industry forums.
- **Key Responsibilities:**
  - Managed overall exhibit design and layout, from planning to on-site implementation.
  - Coordinated content presentation, ensuring an engaging and informative showcase of company products.
  - Organized guest invitations for forums, and led the content creation and presentation for speaker sessions.

Corporate Website Revamp

Penguin Random House, North Asia, Project Lead | April 2018 – August 2018

- **Project Overview:**
  Led the launch of the North Asia website for Penguin Random House North Asia in collaboration with the development team.
- **Key Responsibilities:**
  - Managed the overall project, ensuring a user-friendly and responsive interface.
  - Oversaw AWS server setup and operation, ensuring smooth deployment and optimal performance.
  - Coordinated ICP registration and public security filing for compliance with local regulations.

Peppa Pig IP Development

Penguin Random House, North Asia, Project Lead | September 2018 – December 2018

- **Project Overview:**
  Led the product planning for the Peppa Pig audiobook series and the sonic reading pen, expanding the brand's digital footprint.
- **Key Responsibilities:**
  - Voice talent casting for audiobooks, ensuring high-quality narration that aligned with the brand's tone.
  - Served as production director, overseeing the creation and editing process to ensure quality.
  - Managed distribution and go-to-market strategies, ensuring timely product releases and strong market presence.
  - Oversaw sonic reading pen design, collaborating with OEM suppliers to ensure product quality and alignment with brand standards.

Reading App Development

Shanghai Translation Publishing Co., Ltd, Project Lead | August 2013 - August 2016

- **Project Overview:**
  Led the development of the "Yiwen Read" app, a comprehensive eBook reading, content promotion, and customer management platform tailored to the needs of a publisher.
- **Key Responsibilities:**
  - Defined product requirements and guided the product design to meet user needs and industry standards.
  - Managed the development team, overseeing the execution of product design and implementation.
  - Led project management, ensuring the app's timely launch and smooth operation.
  - Directed the launch and ongoing operation of two versions of the Yiwen Read app, enhancing user engagement and market reach.

邵明鉴-12年IT、业务拓展和数字化业务工作经验

🙋‍♂️ 基本信息

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👨‍💻 工作经历

数字出版信息中心总监

北京接力文化艺术有限公司, 北京办公室 – (2024年8月 - 至今)，行业：童书出版

- 团队管理：管理数字出版和IT团队，降本增效，半年内团队成本下降30%，成功实现部门扭亏为盈。
- 数字业务：监管与各大平台的数字出版合作，重点推广与硬件厂商的授权合作，2024年超额完成业绩15%。
- IT管理：梳理IT架构，升级服务供应商提升服务稳定性和，部署堡垒机提升安全性，建立IT需求管理机制，将问题处理效率提升至48小时完成。

IT与信息化总监

北京哈商教育科技有限公司, 北京办公室 – (2021年10月 - 至今)，行业：企业培训和高管教育

- 流程信息化：借助飞书项目，通过大量咨询沟通协调数字化公司40多条流程，把公司运行数字化，显性化。其中CRM和产研提升团队工作效率40%以上，透明化的信息也提升了团队协作效率，更好的统筹人力资源。通过计算字段分析流程运行效率，制作图表，找到问题，并协同对应负责人干预和解决问题。
- IT运维：带领IT团队，搭建IT设备管理系统，负责公司软硬件技术选型，软硬件，网络和会议系统搭建和维护，管理软硬件生命周期。撰写IT技术指南和培训文档，流程SOP，管理入职设备发放配置和离职设备回收维护。借助飞书的安全和审计功能，管理公司信息安全，入职离职流程中进行信息审计，确保信息资产安全不外流。引入推广最新工具和技术，通过布道和培训，公司人人都会使用1-2个AI工具、平台。
- 项目交付：负责公司产品在客户的技术对接和平台交付。服务过中国银行，民生银行，中国石油，工商银行、建设银行、新希望、新奥能源等大型央企，累计交付项目超过20个，项目金额超过3000万，积累了良好的客户口碑，提升客户满意度，管控交付质量。
- 直播技术：对接哈佛商学院教授，预约教授测试、辅导哈佛教授调试设备、环境和会议软件，用 Zoom 、飞书和腾讯会议交付直播，获得多位哈佛商学院教授好评。直播中技术和风险管控，制作预案解决技术问题，网络问题和突发情况。对接客户平台，保证平均1年内50多场直播活动顺利。同时负责线下线上融合直播授课交付，管理设备和技术服务商，制定活动技术方案并确保团队实施准确性和容错保证，最终高质量交付客户。

数字业务咨询

深圳市玩瞳科技有限公司, 北京办公室 – (2020年12月 - 2022年10月)，行业：人工智能和硬件

- 为管理层提供出版行业和数字业务方面的咨询服务，提供专业技能支持。

- 协助维护出版社客户和合作关系。维护此前与出版行业的项目。

业务拓展经理

牛津大学出版社, GBD北京办公室 – (2021年1月 - 2021年7月)，行业：新闻出版

- 科技行业业务拓展：借助科技行业资源和对公司内容，行业需求的理解，拓展授权客户，重点开拓在线教育科技和智能硬件方向，包括字节跳动，蜻蜓，好未来，有道，科大讯飞，淘云科技，优学派，金山，百度，小寻，小米，作业帮等客户。4个月内开启了13个新的合作，交付了5个进展中的合作，6个月内签约合同总价值超过3500万。

业务拓展总监

深圳市玩瞳科技有限公司, 北京办公室 – (2019年7月 - 2020年12月)，行业：人工智能和硬件

- 团队管理：组建公司北京团队，用于拓展出版行业客户，增加出版行业影响力并拓展合作机会。
- 内容管理：通过与出版行业和图书平台的沟通协作，搜集数据，分析数据，指导内容和销售团队更好的理解童书出版市场，维护公司版权内容的引进和输出，为内容库筛选高质量符合市场需求的选品和版权。
- 业务拓展：带领团队建设"书瞳"产品，解决产品设计、生产，制作产品营销资料并在出版行业推广，最终形成多家合作。负责产品内容制作的供应商管理，质量管理，保证交付质量。参加行业展会，策展，选择供应商和落地，进一步提升出版行业影响力，拓展合作机会。

数字业务负责人

企鹅兰登书屋, 北亚地区, 北京办公室 – (2018年4月 - 2019年6月)，行业：新闻出版

- 数字资产管理：协调出版和设计团队，组织整理公司版权和数字资产，梳理可授权品类和数字资源。加工数字资源，撰写制定标准，管理供应商，最终形成电子书授权库。
- 音频制片人：试音选择合适的配音演员，监制录音棚配音流程。定制标准并监督后期制作和最终母带作品的质量保证。（小猪佩奇系列，神奇树屋系列等。）
- 业务拓展：带领数字团队，与潜在客户和合作方安排会议沟通，重点关注教育和AI行业（物灵科技，猎户星空，牛听听等）。与客户谈判并最终敲定合作，授权和分发数字内容，建立和维护长期的合作关系。（亚马逊，掌阅，腾讯，喜马拉雅等。）从0开始铺开电子书业务，成为国内唯一在亚马逊开账户直接经营电子书的外资出版社。
- IT技术支持：管理网站、云和数据库供应商，协调市场和设计团队制作内容资源，申请域名完成ICP备案，上线公司官网并维护内容。基础云端计算资源管理和系统维护。通过SaaS工具搭建数字内容销售平台，带领团队管理商城运营，解决用户售前售后问题。

销售部门，年轻继任者

宜家家居, 中国, 天津商场 – (2017年12月- 2018年3月)，行业：家居设计和零售服务

- 维护客厅产品展区的总体产品出展，销售和库存情况。
- 理解门店客户需求并提供专业的室内装修以及家居问题解决方案。
- 与设计团队合作，更新样板间产品展出和重新装饰，设计新的产品用例以帮助客户更好的理解宜家家居产品设计理念和在自己的家中的具体应用方法。

数字出版负责人

上海译文出版社, 数字实验室 – (2013年7月 - 2017年6月)，行业：新闻出版

- 团队组建：招募并培训数字出版团队，整合公司数字资产，建立数字内容库，与版权团队合作获取关键数字版权。开发电子书产品1200多种，电子书套装30多种，累计为公司带来1200万以上的收入。
- 业务拓展和渠道管理：建立多渠道发行网络，建立与维护多家科技公司：亚马逊、京东、网易、掌阅、多看、阅文、咪咕、喜马拉雅、懒人听书等深度合作关系。将年营收从2万提升到430万，成为国内前15的数字内容供应商之一，获得亚马逊优秀发行经理的认可，带领公司升级成为平台黄金供应商，主导集团与iBooks的合作落地并成为首批上线的国内出版团队，进一步扩大公司在行业内影响力。
- 产品经理：作为产品总负责人，带领开发和设计外包人员开发"译文的书"App。完成两个版本迭代，获第三届中国创意工业创新奖。

🗿 项目经历

公司CRM系统

北京哈商教育科技有限公司，项目负责人（2023年8月-2023年11月）

- **项目简介**：借助飞书项目，搭建公司业务管理系统，实现业务信息录入管理和销售目标规划
- **项目职责**：协调销售团队，组织整理零散信息。咨询和了解内部需求，分析并设计数据库、字段和业务流程。通过飞书项目搭建客户、联系人、商机、合同、方案、策略、营销和回款流程，设计数据关系和自动化流程，呈现关键业务指表和搭建图标，持续关注使用情况，与使用人沟通并维护更新系统功能。

书瞳手机点读方案

深圳市玩瞳科技有限公司，项目负责人（2020年4月-2020年8月）

- **项目简介**：手机摄像头，App，纸质支架组合，完成手指点读方案
- **项目职责**：带领设计和研发团队开发书瞳App，完成测试并上线。设计纸质支架，验证可行性并量产。与出版社合作，与即将发售的纸书绑定销售并协助申请国家项目。

北京书展数字展区策展

深圳市玩瞳科技有限公司，项目负责人（2019年7月-2019年8月）

- **项目简介**：举办玩瞳科技首次线下展会，展示公司技术优势和产品线。同时协办两个论坛。
- **项目职责**：展台整体规划，展台搭建设计和落地管理，展示内容规划和落地。论坛嘉宾邀请，演讲内容策划和制作。

企业官网改版落地

企鹅兰登(北京)文化发展有限公司，项目负责人（2018年4月-2018年8月）

- **项目简介**：与开发团队合作，设计企鹅兰登北亚新的官方网站并上线
- **项目职责**：新版官网的整体规划设计管理，AWS服务器开通和运维，落地部署，ICP和公安部备案。

小猪佩奇IP开发

企鹅兰登(北京)文化发展有限公司，项目负责人（2018年9月-2018年12月）

- **项目简介：** 负责小猪佩奇系列有声书产品规划，点读笔规划。
- **项目职责：** 有声书的选角，配音导演，声音后期监制，合作平台沟通和拓展，最终落地。 点读笔方案设计
- 规划管理，厂商和方案选择。

官方阅读App开发

上海译文出版社有限公司，项目负责人（2013年8月-2016年8月）

- **项目简介：** 一个出版社为主体的电子书阅读、内容推介、客户管理App
- **项目职责：** 负责译文的书App两个版本的产品需求、产品设计和开发团队管理，项目管理，产品上线和运营