

LI WEI

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EXECUTIVE SUMMARY

Senior marketing leader with 21+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
Email Marketing	Mailchimp	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

PROFESSIONAL EXPERIENCE

Product Marketing Manager

Global Retail Solutions | 2003 - Present

- Spearheaded enterprise-wide marketing transformation initiatives impacting 1469+ employees
- Delivered \$9M+ in annual revenue growth through strategic email marketing implementations
- Built and led global teams of 26 professionals across 4 countries
- Reduced operational costs by 26% while improving service quality and customer satisfaction

EDUCATION & CERTIFICATIONS

Master of Business Administration | HEC Paris | 1999

Bachelor of Science in Marketing | HEC Paris | 1997

Professional Certifications:

- Salesforce Marketing Cloud
- Facebook Blueprint Certified