

# BO PENG

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## SUMMARY

Bilingual MS graduate with relative comprehensive business skill-set seeking a career in Marketing Analysis /Research. Demonstrated extensive success in International Trade, Project Management and Finance. Equipped with strong Analytical and Communication skills, Can-Do attitude and Problem Solving ability.

- Marketing Research
- Business Strategy
- Project Management
- International trade
- Business Strategy
- Data Analysis

## EDUCATION

**Thunderbird School of Global Management** (GPA: 3.62)

Phoenix, AZ, USA

M.S. in Global Management

December 2013

- Vice President - Global Supply Chain Club & Greater China Club
- Teaching Assistant - Fundamentals of Accounting; Research Assistant - Conflict Management

**Northwest A&F University** (Major GPA : 3.8)

Xi'an, Shaanxi, China

B.S. International Economics and Trade

July 2012

- Second Prize Winner in Simulated Import & Export Trade Competition
- Scholarship recipient for three subsequent years ;Awarded honor of Excellent Graduation Thesis

## PROFESSIONAL EXPERIENCE

**VALUTEK.**

Phoenix, AZ, USA

Marketing Research Intern

November 2013-February 2014

- Researched and analyzed the key features, range of application, advantages and disadvantages on different modes of foreign investment in China .
- Explored China's foreign investment policy and attract Investment policy, collected and organized data on the requirements and costs of establish operations in China .
- Conducted a comparison analysis of Chengdu, Wuhan and Shanghai using qualitative and quantitative methods, gave research report and strategic suggestions on the selection of best site location .

**SINOTRUK Co. - Largest Heavy Truck Manufacturer in China**

Jinan, Shandong China

Import & Export Intern

May 2013 - August 2013

- Cut data and files organizing time by 80%, improved efficiency significantly by creating Excel checklist linked to individual export document, resulted in optimization in working processes and work tracking.
- Assisted on second quarter sales release and created automatically updating spreadsheets, saving one workday quarterly.
- Planned and hosted 25 plant visits for domestic and foreign partners, played the role as interpreter and guide, resulting in better customer experience and development of potential business opportunities.

**Students In Free Enterprise (Enactus)**

Xi'an, Shaanxi China

Project Manager

August 2010 - May 2011

- Initiated "Micro-Welfare Project" that promoted date sales in GanSu Province, won 3<sup>rd</sup> prize in SIFE National Cup and boosted profit at over 120% growth rate within 9 months.
- Coordinated the establishment of a virtual shop and physical stores and cooperated with local distributors and retailers, resulting in expansion of distribution channels and decrease in cost.
- Executed Tier Pricing Strategy and updated product package, contributing to 28% increase in overall dates price and enhanced product image.

## ADDITIONAL INFORMATION

**Languages skills** Mandarin (Native); English (Fluent); Japanese (Basic)

**Computer skills** Excel, Word, SPSS, Power Point, Adobe Connect, Bloomberg

**Volunteer** Ted Talk; Huntsman World Senior Games; WWF Youth Ambassador; ThunderCare