

Mark Robert Clulow

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November 2016 – April 2018: Assistant General Manager, Atlas Furniture Asia Ltd. (Shenzhen, China), diverse, high-paced, high-pressure role, impacting all aspects of this small, dynamic company.

- Strategic planning & execution for sales growth from \$2m to \$8m USD in 12 months, including full rebrand
- Update to & maintenance of all policies, procedures, forms, documents & KPIs, improving performance across all departments
- Devised global tradeshow plan to secure following year's business, covering 4 countries in 3 continents
- Oversaw the complete build of a 600m2 show room in Xiamen, Fujian, China, on time and on budget

April 2016 – November 2016: Business Consultant, SLA Studios (Guangzhou, Guangdong, China), assisting with short-term projects during a tough transition period for this small British-run film production agency, guiding company leaders through multiple outcomes of big decisions they were facing. Directly assisted in business remodeling and full relocation, as well as hands-on assistance on projects.

August 2015 – March 2016: VP Sales & Marketing, Asia Region, FreeAir Inc., (Beijing, China), short-term project to establish full supply chain and sales & marketing partners for this U.S.-based start-up, navigating the complexities of product distribution in China. Advise Board of Directors on strategy with relation to fund-raising, I.P., distribution systems and key relationship management.

June 2014 – July 2015: Senior Manager, Business Development, Cosmosupplylab Ltd. (Hong Kong & Dongguan, China), responsible for collecting and collating business data on potential clients, markets and competitors in order to help influence business strategy. Manage and maintain communications strategies and protocols as it related to Government, Suppliers, Employees, Press and Investors through the use of various media. Helped to plan, orchestrate, and report on special events including client visits and factory openings. Led cross-department, cross-cultural teamwork in order to execute leadership & strategic-level activities, as well as improve day-to-day operations.

- Contributed key research to the design and maintenance of a 3 year plan for \$30m USD company, resulting in 12% annual growth.
- Developed and deployed data and asset management system for 6,000+ staff, 1,000+ vendors, 500+ clients or order to centralize data storage and sharing amongst all departments
- Special events included factory opening, govt., client & board member visits, trade fairs and off-site leadership-training workshop.

July 2012 – June 2014: Sales & Marketing Director, Changhong Technology Co., Ltd. ("CHT"), Shenzhen, China, responsible for the creation of a new department, to oversee sales in new territories and new industries and for the production of information management systems to capture key team performance data. Creation and management of corporate marketing media in various forms. Ensure all team members comply to ISO and public company status requirements.

- Opened new territories in America, Europe, Russia and Domestic China to a sales value of \$1m USD. RFQs in new (target) markets and new (target) territories of over \$20m USD. Maintained an overall team expense-to-income ratio of 16%.
- On-going hiring, coaching and development of top performers and the termination of poor performers through the use of a Sales pipeline, performance data gathering, regular reporting and feedback, followed by necessary action. (15 staff)
- Established new clients in Automotive, Medical, Aerospace and Agricultural Industries within 12 months (on time)
- Collected budgetary performance data and held monthly department leader meetings to stay on target.
- Deployed Customer Relationship Management (CRM) System to generate up-to-the-minute performance measuring and reporting for team members and supervisors. This data also aided in the development of department training programs throughout the year.
- Design and development of corporate branding guidelines, new website, e-mail, calendar and document management system, corporate group catalog, promotional items, complete social network presence and numerous levels of reporting systems throughout.
- Directed our presence at, and personally attended 8 international tradeshows, overseeing booking, shipping, design and execution

August 2009 – June 2012: Marketing Manager, Weiguo Solutions LLC, Zhuhai, China, responsible for a team of (Chinese speaking) designers required to manage and improve branding, product and packaging design. Oversaw numerous Intl. Tradeshows in different markets, requiring different approaches and cultural appreciation. Developed and maintained website and on-line support systems for distributors. Developed and maintained social network platforms in multiple languages.

- Oversaw the creation of product packaging and marketing material in 5 languages within 12 months.
- Played key role in 8 International tradeshows in Hong Kong and USA.
- Hosted distributors and clients from multiple countries, sometimes for weeks at a time.
- Oversaw the design and implementation of a secure, high-speed data network for 30+ users on 2 floors within 3 months.

August 2007 - July 2009: Lecturer of Computer Science, United International College, Zhuhai, China, responsible for the creation of new curriculum, testing and grading students, engaging in student / campus life.

- Developed 15 online video lessons in English and Chinese used by over 500 students each week.
- Taught, tested and graded 250 students to pass my syllabus with a 95% pass-rate, 80% over A grade.
- Performed in 6 campus-wide cultural events to encourage and inspire similar behavior from students.

December 2003 - June 2007: Sales & Marketing Manager, Pulse Marketing, Bishop's Stortford, England, created corporate on-line presence, created and managed regular digital & print communication with clients, managed press / media relationships, assisted with annual tradeshows.

- Created and ran foundation financial system for 8 months and hired company finance manager.
- Created an online order system, responsible for facilitating sales in excess of \$20m USD within 12 months.

September 2015: Project Management Professional (PMP) Training & PRINCE2 Foundation & Practitioner Training

August 2002 – July 2003: Masters of Science degree in Internet Computing, University of Hull, England.

August 1999 – July 2002: Bachelor of Arts degree in Theatre Studies & Creative Music Technology, University of Hull, England.

~ References (and / or certifications) are available upon request ~