Resume

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Work Experience

2010/08 till now　Licensing Director　　Honeywell China Co., ltd

- Deliver licensing AOP goal of annual licensing Revenue. Grow and expand regional branding and technology licensing opportunity pipeline.
- Generate licensing campaign's idea based on industry knowledge, market information and Honeywell's internal IP resource.
- Improve licensing strategies, aligning with goals and objectives of key stakeholders, Include SBUs, and country GM.
- Execute IP Campaigns on targeted industrial segments and company profiles, prioritize licensing opportunities base on research results and formulate licensing strategy for each campaign.
- Develop management level relationships with potential licensees to facilitate deal negotiation process and ensure overall goals and objectives are met.
- Influence and persuade key stakeholders (e.g. SBUs, Country CEOs and Corporate Licensing team) about benefits of IP licensing , push for internal deal approval process.
- Expand external network include agencies, industry association and government entities to meet licensing objectives. Initiate and develop licensing projects for Honeywell in Korea，Taiwan，Hong Kong，Indonesia and SEA, follow up and track licensing opportunities uncovered from IP campaigns, technology seminars and marketing events.
- Support regional marketing events，Include trade show, licensing day and signing ceremony;
- Strengthen business relationships with existing Licensees, support agreement registration, AR collection, agreement renegotiation and performance review, ensuring strong connection and communication to optimize deal value.

2008/09 -2010/08　Business development Manager-Licensing Unilin Group

2006/08 -2008/09　Channel Manager, General Electric Company

2005/07－2006/08　Project Manager (Telecom vertical), General Electric Company

2003/06－2005/07　Technical marketing leader (East region), UT Starcom Co., ltd

2001/07—2003/06　Technical marketing manager Huawei technology Co., ltd

Education

2007/05--2010/05　Shanghai University of Finance and Economics　EMBA

1999/07--2001/07　Tsinghua university　Law　Bachelor

1994/07--1998/07　Anhui university　Computer science　Bachelor