

Bo Yang

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EXPERIENCE

BYG Advantage Co., Ltd (Evolving Start-up bridging over 150 tech companies into APAC, HK) **GZ, China**
Consultant / Project Management **Mar. 2014 – Now**

Drive full regional marketing, project management and business development support for international companies who want to expand their business in Asia Pacific. Specialized in IT / Energy / Education industries in China, Korea and Japan.

- Led over 7 leading tech companies from IT/Auto/Education industries into China, including VoltDB, Digital Element and codeSpark etc., highly recognized by the clients for outstanding sales and MKT support under big pressure with limited budget.
- Solid commitment & project management to each project ensuring all the projects were delivered successfully on time; Helped Sales team reach out to key customers several times, ensuring smooth development of the project.
- Provide solid support for the company including coordination among different groups, market research, product training etc,

Kaseya Software (Beijing) CO., Ltd, (Global Leading Software Company in ITSM, USA) **BJ, China**
Marketing Manager, **Jun. 2011-Dec. 2013**

Drove and executed Kaseya China's marketing strategy (Korea and Japan involved since Feb, 2013); Established and managed the whole MKT machine including MKT collaterals production, sitecore, lead gen campaigns, events, PR, customer/channel nurturing and training etc.

- Rebuilt branding and lead generation strategy, led the new marketing team to accomplish dynamic marketing machine within 8 months which contributed to 50% revenue of the year of 2011 and 2012.
- Expanded the brand awareness significantly, from 0 inbound call to 1 call in 2 days, from no mention either from the media or the competitors to increased attentions from different groups which involved in 3 media rewards.
- Raised the marketing efficiency significantly by improving target accuracy and content creation, sharpening investment precisions and standardizing cooperation process.

SK TRADING (BEIJING) CO., Ltd, (Top Energy Company in Korea) **BJ, China**
Indirect Procurement Director, Joint Venture Management Team **Jan. 2009-Dec. 2010**
Sales & Trading Specialist, Asphalt Trading & Marketing Team **Feb. 2007-Dec. 2010**

Directed integrated procurement for 7 JVs as the first domestic procurement director in SK history; Managed client networks and solved dissensions among different interest groups. Managed imports and direct sales of SK asphalt; Accomplished 2008 SK Listing project with other IPO team members;

- Directed \$8M integrated SBS (Styrene-Butadiene-Styrene) purchasing for 5 JVs' polymer modified asphalt productions and supervised other 2 Joint Ventures to achieve \$3.72M procurement goals in 2009.
- Lowered production cost by 8% in 7 JVs which contributed to \$0.6M cost savings.
- Established a platform for sharing domestic SBS market information, researches, evaluations and recommendations within SK and 7 JVs, providing strong references for the management's decision making.
- Managed imports and sales of SK asphalt with a total contract value of \$10.3M (2008-2009, \$4M in 2007-2008).
- Accomplished 2008 SK Asphalt IPO project with 72 IPO team members in up to 10 external IPO teams

EDUCATION & SKILLS

UNIVERSITY OF INTERNATIONAL BUSINESS AND ECONOMICS **Beijing, China**
School of Foreign Studies, Bachelor of Arts, Korean, **Sep. 2002-Jul. 2006**

Languages: English & Korean fluency, Mandarin proficiency, Cantonese proficiency, Hakka proficiency, Japanese Primary
Skills: PPT, Excel, Word, Photoshop, Salesforce, Sitecore, Marketo, etc.