

ZHANG LE

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INTERNATIONAL SENIOR EXECUTIVE
US-ASIAN MARKETS • START-UPS and TURNAROUNDS • BUSINESS DEVELOPMENT

PROFILE

- High-profile senior executive extensively experienced in delivering bold marketing, communications and business-development programs for US and Asian interests.
- Savvy marketer who initiates and develops profitable B2B relationships for leading clients in the region.
- Profit-minded professional who drives aggressive revenue growth and market entry/expansion by using talent for connecting mission, product and service to untapped niches.
- Exceptional communicator who brings multicultural and trilingual (Mandarin-Cantonese-English) advantages in leveraging relationships with senior corporate and public leaders.
- Skilled negotiator who gains the edge in hammering out viable agreements by easily navigating diverse cultural environments.
- Motivated achiever who earned Excellence in Marketing Award and recognition by the Chinese government and private industry for outstanding contributions to promoting Chinese tourism worldwide.

PROFESSIONAL HISTORY

Principal/Senior Consultant, ZLE INTERNATIONAL CONSULTANTS, New York, NY, 1996 to present

- Own and operate management consulting practice representing key Asian and US-based corporations in processed product energy, broadcast, advertising, PR, finance, tourism, and Internet industries.
- Provide strategic planning, international business development, marketing, corporate communications, sales and general-management services to companies globally.
- Plan and manage complete engagement cycle – from initial contact with C-level executives, project proposals, fee structuring and negotiations, to service and product deliveries.

Managing Director, INTERNATIONAL ACE, New York, NY, 1993 to 1996

- Managed market entry of international barter and trading company currently generating more than US\$700M in annual revenues.
- Oversaw full executive functions, including strategic planning, operations, finance, P&L, marketing, HR, and administration.

Managing Director, International Marketing, CHINESE MINISTRY OF TOURISM, Beijing, China, and New York, NY, 1990 to 1993

- Promoted from senior regional management position to international marketing role, overseeing business planning, operations and communications efforts.
- Directed operations for Ministry's 15 locations worldwide, representing US\$6.5B in annual revenues.
- Oversaw \$45M marketing budget and managed 150-member multi-cultural team.
- Created and led specialized programs to advance China's third-largest industry, international tourism.

EDUCATION

- **Bachelor of Science in Marketing,** Columbia University, New York NY
- **Continuing Education:** Seminars on management, strategic marketing and international business at universities and private institutes in the US and China