

BEN SONG

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OBJECTIVE

Marketing position with emphasis in market development and government agency relationships in the telecommunication industry of China.

SUMMARY

Marketing professional with experience in market development and management in China. Successful record with international entrepreneurial challenges and executive teams. MBA candidate from Tulane University with a dual concentration in Marketing and Finance.

EXPERIENCE

Rock Binders Inc. (RBI)

Jan. 2000—Mar. 2002

Chief Representative

Beijing, China

An American company providing newly patented solid modified asphalt to the highway industry in China. Acquired by Shell Canada in 2002.

Achievements:

- Set up Beijing Office to market and distribute newly patented product.
- Planned and implemented marketing strategies tailored to China's unique market situation.
- Established productive relationships with the Ministry of Communication of China and the China Highway Research Institute. Secured registration of Beijing Office and acceptance of RBI's technical standard for solid modified asphalt by Chinese government within three months, allowing RBI to participate in the world's biggest infrastructure market for its new product in competition with conventional liquid form asphalt.
- Established and maintained a close business relationship with the Commercial Service of the U.S. Embassy, obtaining supporting letters from the U.S. Commercial Consul to the local government for RBI business operations in China. This promoted the credibility of RBI as a new foreign company.
- Helped RBI smoothly enter the Sichuan and Shanxi provincial markets. Passed the second round of bidding as a major modified asphalt provider for the Chengnan expressway project (Sichuan), and signed a goodwill draft with the Shanxi Communication Department for a 10-kilometer pilot project. Due in part to my efforts, Rock Binders was able to sell its patents and technology to Shell Canada Ltd. and the subsequent entering into a Joint Venture with Shell China Limited.

Beijing Consent Consulting Inc.

Feb. 1998—Jan. 2000

Co-founder/Marketing Director

Beijing, China

A Chinese company providing multi-national companies with packaged service solutions including business travel, market research, branch office registration, and event and conference management.

Achievements:

- Established and maintained profitable business relationships with Coca-Cola, Pfizer, Dell, Citigroup, Nokia, and other major multi-national corporations in Beijing.
- Helped organize business trips to Beijing for the Board of Directors of Coca-Cola and for the CEO of Pfizer.
- Helped organize annual sales meeting for Dell China and Citigroup (Beijing office).
- Conducted research in Chinese market for Rock Binders Inc. (U.S. based)
- Helped company grow sales to \$240,000 by second year in business.

China Zhili International Travel Service
Assistant Marketing Manager

Sep. 1995—Nov. 1997
Beijing, China

A full-service Chinese travel agency offering international services.

Achievements:

- Identified new market in travel services for high-end international business executives and groups as China became increasingly attractive to foreign investors. Sold company management on market potential and successfully exploited new market.
- Won contracts from prestigious multi-national companies and organizations such as Coca-Cola, Pfizer, ABB, Philip Morris, and Motorola. Personally accompanied high-profile business representatives and groups including: the Board of Directors for the U.S. Carlyle Group (Former U.S. President Bush traveled with this group as senior adviser), and the Board of Directors with the Freedom Forum. Mr. Allen H. Neuharth traveled with this group to Beijing. (The founder of USA TODAY- Mr. Allen H. Neuharth is also the founder of the Freedom Forum, a renowned U.S.-based nonpartisan foundation dedicated to free press, free speech, and free spirit). Promoted company's business reputation and public image.

EDUCATION

A. B. FREEMAN SCHOOL OF BUSINESS, TULANE UNIVERSITY

Dec. 2004

Master of Business Administration; accumulative GPA: 3.7

New Orleans, LA

Concentrations: Marketing

Freeman School full

BEIJING SECOND FOREIGN LANGUAGE UNIVERSITY

July 1995

Bachelor of Economics

Beijing, China

SKILLS:

Computer: Excel, @RISK, Eview, PowerPoint, Microsoft Word

Language: Bilingual-Mandarin Chinese/English

REFERENCES:

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