

Paul Yen

Personal Resume

Name: Paul Yen

Date of birth: 1961

Degree: bachelor

Major: Marketing and financing

Nationality: U.S.A

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Education

San Francisco University

marketing and financing

bachelor

Work Experience

2010 — Current Beijing Great Idea Business Resources Co., Ltd Managing Director

Great-Idea Business Resources Company Limited has been founded in 2002, is China's most professional of the local community to promote international outsourcing and consultancy services company.

- Organize and perform board resolutions, implement development strategy plan, and direct the running and management of company generally;
- Be responsible for exploiting key market and executing important business, achieving the goal of persistent business development;
- Improve the management style of company, project advanced work flow, ensuring the effective running of the company
- In charge of the hedging and accretion of company asset, and the healthy, steady and harmonious development of the whole company
- Be responsible for the construction of organize structure and team development;
- Lead the work of developing new product, expanding new business, and running new business modems.

2007 — 2010 CDP Group Ltd. Vice President, General Manager, Northern China

CDP is a professional HR Total Solution Provider with HR Outsourcing (HRO), Shared Services (SS) and Transformation Services (TS). CDP provides world class HR total solution, including Payroll Outsourcing / Benefits Outsourcing / HR On-Demand services to Multi National Companies (MNCs) and Big Local Enterprises (BLEs) in China.

- In charge of Northern branch's operation, administration, finance, marketing and territory sales management.
- Establish one-stop HRO services branding setup.
- Build up and develop co-operation channel with China government segment and national industries to promote HRO services with government policy alignments.
- Manage northern business lines and set selling strategies.
- Business and management model strategy setting and analytics.

2004 — 2007 Certiport China

Chief Representative of Greater China

Certiport is the world leader in standards-based certification solutions that enable personal and professional advancement through globally portable credentials. To this end, we provide certification and services to help individuals to achieve more, distinguish themselves, and advance in today's academic and professional environments.

- The number of examinations from 2005 of the 1,847 increase to 2008 the number of 30,910 people
- The number of channels from 2005 of 2 increase to 2008 the number of 16
- Cooperation from 2005 institutions of 11 to 2008 increased more than 400
- MOS contest entries from 2005 the number of 2000 students increased to 2008 more than 20,000 students.
- Establishment of professional training team for dozens of important domestic and international enterprises. For example: ICBC, Trend Micro, LexisNexis, Newegg, Digital China
- United strategy partners: China Railway Publishing House、 Electronics Industry Publishing House、 National Development and Reform Commission Training Centre 、 The higher education computer training Association of China、 Hubei Information Center 、 Shanghai Association of Training、 Shanghai Open Education Advisory Service Centre and so on。
- Promote Certiport enterprises recognition: current more than 110 local enterprises have been recognized Microsoft Office skill training and Microsoft Office certification.
- Devote into education market to help individuals to achieve more, distinguish themselves, and advance in today' s academic and professional environments.

2000 — 2004 China Daily news Deputy General Manager

Chinadaily.com.cn is the largest English portal in China, providing news, business information, BBS, learning materials.

- Responsible for training the sales team and established the company policies
- Leading the marketing strategy create new product like monthly journal, bilingual layout, special issue for fortune 500 in Taiwan
- Deliver the highest performance since 1950

1997 —1999 Trans American Life Insurance Co-Taiwan Branch Operation Director

The companies of Transamerica offer a wide array of innovative financial services and products. The Transamerica companies are members of the AEGON Group, a multinational insurance organization headquartered in The Hague, The Netherlands. AEGON is one of the world's leading life insurance and financial services organizations.

- Mainly responsible for the sales training program for the entire company and established the concept of company' s management
- Participation in the company's marketing program
- Established channels of the market mechanism
- Company performance increase 283% in two years

1986 — 1996 Trans American Insurance Company Sales and Training Manager

The companies of Transamerica offer a wide array of innovative financial services and products. The Transamerica companies are members of the AEGON Group, a multinational insurance organization headquartered in The Hague, The Netherlands. AEGON is one of the world's leading life insurance and financial services organizations.

- Ranking the top 100 sales out of 18,000 sales for seven consecutive years and was promoted to the sales manager of Asian market
- Received the highest honor for the global insurance sale——Round Table
- Recognize by the company the highest honor three times
- In charge of the Asian market development in California, to create the new market sales over 500,000 U.S. dollars revenue per month
- To cultivate more than five senior sales
- In charge of the Chinese marketing programs, and to create TOP and COP marketing program
- Total of 1,200 individual clients