

# CURRICULUM VITAE

## LEI HUANG

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**Languages:** Chinese, English and Dutch

**Personal strengths:** Precise, Problem solver, Expert Networker, Highly motivated & dedicated

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### **PROFILE**

*I have been working for Consumer Electronic industry more than 10 year, 5 years in China and more than 5 years in Europe. My ambitions are strongly focused but not limited to area's including product marketing, business management, and supply chain. And I believe to possess excellent communication skills and have an efficient work attitude which allows me to create an added value for the company I will work for, by deploying my product marketing and organizational skills and thus improving internal and external customer satisfaction.*

### **SUMMARY OF SKILLS**

- Well acquainted with marketing mix assessment, marketing planning, budgeting and communication
- Advance financial and analytical skills (P&L data management, cost & margin analysis, business case simulation, value proposition)
- High proficiency in mathematically and statistical analyse
- Ability to multitask and work well under pressures and deadlines
- Good oral and written communication skills
- Good negotiation and presentation skills
- Highly skilled in SAP R/3, APO, BW reporting, MS Office (mainly Excel, Powerpoint)

### **PROFESSIONAL EXPERIENCE**

- Sabbatical leave 2016- Now
- Sony Mobile Europe mobile devices Business manager 2014- 2015
- Sony Europe - Business Manager Tablet & E-Reader Product Planning & Marketing 2013- 2014
- Sony Europe - Assistant manager supply chain VAIO & Tablet 2010- 2013
- Sony China - LCD TV product marketing assistant manager 2004- 2009

### **RESULTS & ACHIEVEMENT**

#### **BUSINESS FOCUS**

- **Budget planning:** Yearly Budget planning, main responsibilities included product line up selection, pricing set up and sales volume, net sales, marginal profit target setting and strategically planning channel sales plan. (Tablet business yearly budgeting around 100 mil EUR sale volume, yearly achievement above 87%)
- **Business assessment for new product:** Evaluate market trends to assess future business opportunity .Create full business case strategy and manage approval through each stage gate
- **Dealer / Customers strategy setup & execution:** sales & partnership with European & Chinese key retailers and wholesalers
- **Product P&L control:** Ensuring accuracy between actual results & forecast, acting strongly on gaps & the reasons behind.
- **Voice of country/ EU HQ:** Single point of contact to actively drive countries sales and profit. Translating their product/market requirements into new line-ups. Developing regional strategy plans and localising into action plans.

### **PRODUCT MARKETING**

- **Product Marketing:** Maximising total sales by assessing product capacity per segment. Selecting the optimal product mix, quantity, price, specification to give the most profitable sales. Customer base value proposition analysis, implement differentiation product marketing strategy
- **Product lifecycle management:** Maximising sales opportunities and mitigating inventory risk through assessing product quantity, pricing and marketing actions per model in a 12 months PLC. Preventing high channel inventory & late model launches through weekly cycle SKU risk assessment. Successfully

maintain approximately 90% of old models clearance up before new product launches.

- **Product Launching management** New Product Introduction, successfully launched Sony BRAVIA LCD TV & Xperia Sony Tablet in China & EU respectively, Internal/Promoter Training, Seminar Kit, Dealer Seminar
- **Channel Expansion Channel Strategy**, Exclusive Models Sales Monitoring Budget/Target Achievement
- A&P Budget Monitoring Sales Budget Achievement, A&P Budget Control P&L Control

### **DEMAND & SUPPLY FORECAST**

- **Sales forecast & planning, sell through base forecast**, main task is to update weekly model sales data, make new forecast for future month and weekly inventory level control
- **Demand and supply planning** for VAIO & Tablet & LCD TV **managing 100+ models**
- **Long term-short term forecast planning**, and regular **supply replenishment**
- **Managed monthly KPIs** to optimize marketing & sales opportunities minimising stock risk, and inventory optimization
- **Sell-through base demand forecast implementation**, successfully introduce new planning tool to all EU countries
- Monitored inventory freshness control **targeting 3% of total stock value** and warned sales companies
- Effective **control of factory capacity booking** in order to maximize sales potential & reduce inventory risk through weekly review of sell out figures & market data
- Consolidated short and long term regional demand plan to the manufacturing sites in China & Japan weekly
- EU VAIO & Tablet **Logistic management & coordination**, costs management and reduction
- Coordinated master data set up from new product launch to end of life in order to optimize sales

### **ONLINE (DIGITAL) & OFFLINE CAMPAIGN PLANNING**

- **Product demand forecast (offline & online)**: monthly accurately forecasting based on sell through figures from the frontline, working tightly with supply chain team to make sure demand & supply balance of the product
- **Product online marketing planning & execution**: new product launch website design, daily sale monitor, web team communication, online customer insights study, cross category online marketing activities planning
- **Marketing campaign management ATL & BTL** : centrally design the product campaign and closely monitor Europe & China region wise execution and campaign result
- **Product Long-term & short-term promotion activities planning**: Work with regional MARCOM team in establishing the best tablet marketing and promotional plans in the European & Chinese markets

### **MARKET DATA ANALYSIS**

- **Market intelligence**: Responsible for market information (GfK) consolidation and preparation for research and forecasting purposes for diverse Product Categories
- Market Analysis Consumer Changing Trend, customer profile survey and interview, to grab updated consumer behaviour trend

### **PROJECT MANAGEMENT**

- **Pan Europe Project management**: manage business re-engineering and transformation projects and provide key input to the IT organization, develop a mid and long-term IT roadmap in the Retail and Sales & Marketing area and you make sure everything is in line with the business requirements and objectives.

### **PROFESSIONAL TRAINING**

*Sony Mobile & Europe Ltd*

Negotiating & Influencing, Working smarter, how to prepare the presentation

*Sony China Ltd*

Microsoft office professional training (excellent excel & presentation skills)

*Sony China Ltd*

Six Sigma (Green belt)

### **EDUCATION**

Antwerp University UAMS **Master Degree—Global Management**

2009- 2010

Shanghai University, **Bachelor Degree—Advertising**

2000- 2004