

PROFILE

Stephen E. Alexander

President & Founder



Alexander East-Gate Consulting, LLC (AEC), established in 2007, focuses on developing innovative brand marketing and cross-cultural organizational solutions for clients pursuing initial market entry or expansion strategies in China. Mr. Alexander has extensive international experience as an expatriate executive living in China and other Asian markets for over 25 years. He has held senior leadership positions in Fortune-500 corporations, foreign-invested/Chinese Joint Ventures (JV), international trade organizations, and educational expansion programs in developing markets. He has enjoyed excellent results by successfully building and leading motivated teams in a variety of cross-cultural settings.

In 2015 - 2016, AEG participated in a large JV between a U.S. private-equity firm and one of China's most important State Owned Enterprises. Mr. Alexander acted as CEO and focused on establishing pragmatic government relations, sourcing authentic branded consumer goods, launching an innovative ecommerce and consumer-data capturing IT platform, while managing the distribution and direct sales organization, designed to reach millions of Chinese retail consumers living in remote rural villages.

In 2010 - 2013, Mr. Alexander served as Vice President, China Business Development for The J.M. Smucker Company. Initially, an AEG consulting project focused on a \$100 million M&A investment opportunity, he later agreed to serve as Head of the China market. He was responsible for all business operations, which included establishing a meaningful brand presence, building an efficient China market organization, and developing the appropriate infrastructure. In 2008 AEC helped develop a U.S./China trade center in located in Beijing and sponsored by several U.S. corporations. Mr. Alexander served as CEO during the initial phases of the project.

In 2004 to 2007, Mr. Alexander was the Deputy Executive Director of the prestigious Hong Kong Trade Development Council (HK-TDC), the statutory organization responsible for promoting international trade between Hong Kong, world markets, and the Chinese Mainland. HK-TDC is one of the world's leading trade development organizations with 40 offices worldwide, including 12 in Mainland China.

From the mid-1990's, Mr. Alexander was Market Head and General Manager for the Nestlé Bottled Water businesses across Greater China. In 2001 he was named North Asia Regional General Manager for the Hershey Food Company. He began his Asia career in 1982 working for the U.S. Agency for International Development (US-AID) as a Project Leader on an educational development program in Indonesia. In 1984-89, he was the Marketing Program Manager for a leading language institute in Taiwan, where he also began studying Chinese Mandarin.

Mr. Alexander has a Master's Degree in International Management and Marketing from the University of Maryland and a Bachelor's Degree from Grand Valley State University. He teaches university Masters' level courses on building brands and cross-cultural organizations in China. He has served on international business councils, trade associations, and on the board of directors for several foreign invested companies operating in China/Asia. He speaks Chinese Mandarin and Indonesian Malay.

RESUME

Stephen E. Alexander

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SUMMARY OF SKILLS

International executive with expatriate experience living and working in China/Asia for 20+ years; including Asia-Regional and Greater China general management and marketing leadership roles for Fortune 50-500 size corporations, international trade and educational programs in developing countries.

Proven success in:

- China market-entry strategic development and implementation;
- Public sector international trade development and government relations;
- Cross-cultural organization and leadership development for firms operating in China/Asia;
- E-commerce and POS-data collection, analysis and mining for branded consumer goods;
- M&A transactions and industrial investment projects in China;
- China entry for a leading U.S. big-data firm in the “programmatic marketing” space;
- Motivational public speaking, PR and corporate communication leadership;
- Language skills in Chinese Mandarin and Indonesian.

INITIATED successful “go-to-market” business models, with advanced ecommerce / big-data technologies that improve consumer response, market share, sales revenue, and profits in top-tier cities and rural China;

TRANSFORMED stagnant organizations into results-oriented, cross-cultural businesses, with effective employee retention, improved performance, and attractive working environments;

ANALYZED commercial, operational, and financial viability of Chinese businesses for foreign companies looking at market entry and industrial investment opportunities in various industry sectors.

NEGOTIATED challenging investment transactions between Western and Chinese entities and government regulators as lead or team-member negotiator on several M&A investment projects that helped clients achieve sustainable market positions.

INNOVATED brand building initiatives with advanced consumer analysis, segmentation, and targeting to understand users, increase brand awareness, and improve ROI.

EXPERIENCE

Alexander East~Gate Consulting, LLC., Washington, D.C.

2007 – Present

President & Founder

Alexander East-Gate Consulting (AEC), established in 2007, is focused on delivering innovative strategies for U.S. clients pursuing market entry or business expansion opportunities in China and other Asian markets. AEC has consulted on investment projects relating to the development of innovative branding strategies, effective cross-cultural organizations, pragmatic commercial operations and structural business solutions.

Major consulting projects include:

1. China Post Mart / China Horizons LLC., Zhengzhou, China

2015–2016

Chief Executive Officer

Acting as the CEO of a China/U.S. Joint Venture between one of China’s largest State Owned Enterprises and a New York based private equity investment firm; responsible to manage governmental & partner relations, while leading the innovative branded distribution business model to serve thousands of village retail outlets across rural China.

2. The J.M. Smucker Company, Inc., Beijing, China 2010–2013

Vice President, China Business Development

As head of the China market, responsible for all business development activities related to market entry strategy, establishing a meaningful brand presence, building a strong local organization with suitable infrastructure, and investments made through M&A transactions.

3. U.S. / China Trade Center, Beijing, China 2008 - 2008

Chief Executive Officer, Project Development

Acting as CEO for the initial phase of a trade development entity designed to provide business networking and commercial transaction opportunities for American and Chinese business leaders in Beijing, China.

Hong Kong Trade Development Council (HK-TDC), Hong Kong: 2004 – 2007

Deputy Executive Director

Responsible for international marketing promotions, corporate brand development, tradeshow creative design, corporate communication, E-commerce, and customer service for HK-TDC; the statutory organization charged with developing international trade between Hong Kong, world markets, and China.

Hershey International, Division of Hershey Food Corporation 2001 - 2004

General Manager, North Asia Region

Directly responsible for developing and implementing all business strategies; ensuring profitable growth with full P&L responsibilities for assigned markets, brand development, and industrial investments in China, Taiwan, Hong Kong and South Korea.

Nestlé Group S.A., Nestlé Bottled Waters 1989 - 2001

Market Head, Greater China, Beijing, China 1996 - 2001

Responsible for all of Nestlé’s bottled water businesses in Greater China, including: strategic business planning, branding, organizational development and leadership of all business operations and industrial investments organized under Nestlé’s international subsidiary, Perrier Vittel M.T.

Business Unit Manager	Eastern Division USA	1994 – 1996
Commercial Manager	Northern Zone USA	1991 – 1994
Regional Sales Manager	Mid Atlantic USA	1989 – 1991

Jing Teah Language Institute of Taipei, Taipei, Taiwan 1986 – 1989

International Programs Director

Spring Ho Industrial Company, Ltd. Taipei, Taiwan 1984 – 1986

International Marketing Manager

Agency for International Development (USAID), U.S. State Department 1982 – 1984

Professional Worker I, Indonesia US-AID Projects

EDUCATION

Masters Degree; Master of International Management and Marketing

University of Maryland UC, College Park, Maryland U.S.A.

Bachelors Degree; Double major in History and Political Science

Grand Valley State University, Allentown, Michigan U.S.A.