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Biography

- MBA graduate of Leeds University in the UK.
- 16 years of sourcing, market research, and localization experience with Swiss and German companies.
- Accomplished more than 30 market, product, and competitor research projects and investigations, including projects in both the industrial and retail markets in China.
- Sourcing support and supplier evaluation for textiles, precision components, electronics, rubber and plastic parts, and environmental treatment equipment.
- Experienced in China business partner identification and evaluation as well as JV and full acquisition negotiation and setup.
- Supported Chinese companies investing abroad.
- Experience supporting clients in such industries as machinery and electronics (Buhler, Swisslog), engineering and machining (Bertrams), software, consumer goods (CABASSO, Jura, MLA Golf), and food and beverage.

Know-how & Skills

- Deep knowledge of China industry and market situation and the needs of European companies, especially SMEs.
- Specializes in local partner identification and selection, particularly distribution & agency, M&A, and supplier partners.
- Expert in market analysis and company business evaluation.
- Specializes in defining or adjusting products for the Chinese market as well as developing China entry strategies and business models.