

JIANLONG SUN

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PROFILE HIGHLIGHT

- Comprehensive management and work experience in different business functions
- Extensive experience in strategic and business plan development, sales and marketing, and project management
- Strictly punctual on time, response and deadlines
- Energetic and enthusiastic with taking on new challenges
- Easily adapt to complex and dynamic working environment
- Easy-going personality, a good communicator, a team player and an entrepreneur

EDUCATION

Master of Business Administration, Smith School of Business, Queen's University, Kingston, ON Jan 2016 – Dec 2016

- Awarded with Queen's MBA Entrance Scholarship, Member of Entrepreneurship Club, Finance Club
- Financial modeling and analysis, accounting, financial training from Marquee Group,
- New venture Valuation, management, financing, and due diligence

Ph.D. in Chemistry, University of Victoria, Victoria, BC, Canada

May 2002 – May 2007

- Specialized in Organometallic Chemistry, Supervised by Dr. David J. Berg

Bachelor of Chemistry, Shandong University, Jinan, Shandong, China

Sept 1997 – July 2001

- Specialized in Chemistry, awarded with first Class Scholarship

PROJECT EXPERIENCE AT SCHOOL

Smith School of Business, Queen's University

Jan 2016 – Dec 2016

Tri color Venture Fund

- Evaluated 11 new ventures and examined the financials, sales, advisors, industry and potential of the business
- Conducted due diligence and detailed analysis for shortlisted companies, made the investment recommendation

Integrated Project - Kingston Economic Development Corporate

- Actively participated the Integrated Project and developed the strategy for the development of Kingston City
- Individually provided and defined key competitive advantages of Kingston over other competitors when attracting investor from China
- Contributed to attracting the largest manufacturing investment in Kingston history from Chinese investor

Individual Project - New Venture Plan

- Interviewed the specialists in pulp & paper, oil & energy and water treatment industry to gain insight
- Visited the plants and understood the needs of the potential clients to adjust the development strategy
- Proposed a new venture business plan targeted oil sector and conducted the pro forma financial analysis

PROFESSIONAL EXPERIENCE

Business Manager

Priroda Natural Products Ltd., Victoria BC

May 2017 - present

- Conducted the market research on supplements market and identified the business opportunity
- Developed the business model and strategy for supplements product to enter China and Canada market
- Developed the product portfolio with focusing on a specific market segment
- Built a strong partner relationship with manufacturing partner in Canada
- Engaged in regulatory and marketing activities, such as NPN application, labels and marketing materials design

Vice General Manager

JiangSu Feymer Tech, JiangSu, China (Beijing Response Chem, Beijing, China)

Aug 2007 – Oct 2015

Feymer Tech established joint venture with Beijing Response Chem and has developed into a significant force in water treatment, pulp & paper, and oil chemical industry with revenue of 500 million RMB.

General Management

- Developed and implemented the strategic plan for the company and business lines
- Built cohesive teams (sales, project and R&D) with high performance and accountability
- Built a team culture that embraced team work and collaboration, and valued KPI and performance
- Managed good relationships with internal and external senior level stakeholders, including clients, government officials, contractors, consultants, and suppliers etc.

Technical Sales and Marketing

- Managed the new business of two specialty chemical lines and built the business from zero
- Delivered annual 100% sales growth with the revenue growing from zero to 8M in three years
- Led the team to build the sales and pricing strategy to manage different accounts
- Implemented the sales and marketing plan by providing professional technical consultation and presentation
- Expanded the market to global clients including GE, Buckman, and built a strong account relationship
- Conducted the market research and developed the marketing plan for targeted product and clients
- Marketed the product offerings to the clients in oilfield, paper and water industry by various platforms

Project Management

- Managed all the aspects of overall more than 100 million RMB investment including the process design, suppliers review, business negotiations, project construction and budget management
- Proposed and negotiated the agreement terms with OEM partners to better adapt to the change in market
- Led the first case of high-speed filtration project and business negotiation for wastewater treatment in oilfield
- Led the team to apply for government funds and awarded with 10 million RMB of tax refund for the company
- Led the R&D teams to develop innovative product and solutions for pulp & paper and water treatment industries

SKILLS

- Language: English and Chinese
- Technical: Words, Excel, Outlook, Adobe, Powerpoint