

## Mark Clulow

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**July 2022 – Present: Strategic Business Analyst**, Coos Creations (UK *remote*), supporting businesses in UK and Asia with changing market conditions, capture and process competitor & sales metrics and build automation and reporting into any aspect of business where possible.

- Manage remote team to automate data collection methods for 6 industries in 4 different geographical markets
- Develop live data analysis processes to convert raw data into meaningful insights & dashboards, reducing reporting time by 75%
- Review, audit, brand and update 45 internal processes and 12 policies to align with changing market conditions
- Leverage industry-leading data tools and techniques to boost data-point accuracy by 65%

**\*March 2023 – September 2024: Director Business Development APAC**, Dolphitech (Thailand *remote*), building relationships and delivering sales for EVP and Global Head of Sales for a lean, NATO registered, high-tech hardware manufacturer.

- Team lead for HubSpot, Weekly Sales Performance Reporting, Order Management, remote Customer Relationship Management
- Reporting for weekly APAC Sales Performance report for Board of Directors in Norway covering sales, pipeline, events, support
- Closed complex sales with 12 – 36 month cycles for China & Thailand for Aerospace & Oil & Gas clients through distributors
- Attended tradeshow events in Thailand, China, South Korea, Singapore, client meetings all across APAC region

**\*February 2020 – July 2022: Business Systems Administrator**, Atlas Furniture Asia Ltd. (HK *remote*), established extended supply chain operations, including shipping & logistics, warehousing, planning, and reporting for UK-based e-commerce start-up, generating £500k GBP sales in the first 12 months.

- End-to-end design and administration of all on-line systems across all divisions of the business (Office, Stripe, Xero, ZenDesk etc.)
- Data management & reporting for investors, management, product development, sales, marketing, operations & finance
- Staff & Supplier on-boarding processes, dynamic forms & reporting – 20 staff, 150 suppliers
- Complete branding & product presentation, plus pricing for multiple customer types (trade, retail, commercial)
- Training videos and live, remote support sessions for all levels of staff, corporate branding and automated workflow management

**\*May 2018 – February 2020: Business Systems Administrator**, Pulse Cinemas, (England), created corporate on-line presence, created, and managed regular digital & print communication with clients, managed press / media relationships, assisted with annual tradeshow. Oversaw major company-wide data quality upgrade in order to deploy Warehouse Management System and CMS.

- Handled daily in-bound / outbound warehouse deliveries, whilst upgrading & streamlining warehouse data management systems
- Design & development of self-service client portal, reducing order competition time and order error rate
- Improve overall data quality in business systems, by ~40% using a mix of spreadsheet and database tools
- Design and deploy full migration to Office365, including Sharepoint & Teams for 20 users on multiple sites

\***November 2016 – April 2018: Assistant General Manager**, Atlas Furniture Asia Ltd. (China *Shenzhen*), diverse, high-paced, high-pressure role, impacting all aspects of this small, dynamic company.

- Strategic planning & execution for sales growth from \$2m to \$8m USD in 12 months, including full rebrand
- Update & maintain all policies, procedures, forms, documents & KPIs, improving performance across all departments
- Devised international tradeshow plan to secure following year's business, covering 4 countries in 3 continents
- Oversaw the complete build of a 600m2 show room in Xiamen, Fujian, China, on time and on budget

**\*August 2015 – November 2016: Consultant**, Coos Creations (China *Shenzhen*), supporting various manufacturing and sales companies in China with International trade strategy, change management, marketing, media & communication.

**June 2014 – July 2015: Senior Manager, Business Development,** CosmoSupplyLab Ltd. (HK & China Dongguan), responsible for collecting and collating business data on potential clients, markets and competitors to help influence business strategy. Manage and maintain communications strategies and protocols as it related to Government, Suppliers, Employees, Press and Investors using various media. Helped to plan, orchestrate, and report on special events including client visits and factory openings. Led cross-department, cross-cultural teamwork in order to execute leadership & strategic-level activities, as well as improve day-to-day operations.

- Contributed key research to the design and maintenance of a 3 year plan for \$30m USD company, resulting in 12% annual growth
- Developed and deployed data and asset management system for 6,000+ staff, 1,000+ vendors, 500+ clients or order to centralize data storage and sharing amongst all departments
- Special events included factory opening, govt., client & board member visits, trade fairs and off-site leadership-training workshop

**July 2012 – June 2014: Sales & Marketing Director**, Changhong Technology Co., Ltd. (China *Shenzhen*), responsible for the creation of a new department, to oversee sales in new territories and new industries and to produce information management systems to capture key team performance data. Creation and management of corporate marketing media in various forms. Ensure all team members comply to ISO and public company status requirements.

- Opened new territories in America, Europe, Russia and Domestic China to a sales value of \$1m USD. RFQs in new (target) markets and new (target) territories of over \$20m USD. Maintained an overall team expense-to-income ratio of 16%.
- On-going hiring, coaching and development of 15 top performers using a Sales pipeline, performance data gathering, regular reporting and feedback, followed by necessary action.
- Established new clients in Automotive, Medical, Aerospace and Agricultural Industries within 12 months (on time)
- Collected budgetary performance data and held monthly department leader meetings to stay on target.
- Deployed Customer Relationship Management (CRM) System to generate up-to-the-minute performance measuring and reporting for team members and supervisors. This data also aided in the development of department training programs throughout the year.
- Directed our presence at, and personally attended 8 international tradeshows, overseeing booking, shipping, design and execution

2007 – 2018: **Mandarin Chinese Language** (daily professional communication)  
 2015: **Project Management Professional (PMP) Training & PRINCE2 Foundation & Practitioner Training**, online  
 2002 – 2003: **Master of Science degree in Internet Computing**, University of Hull, England  
 1999 – 2002: **Bachelor of Arts degree in Theatre Studies & Creative Music Technology**, University of Hull, England

Items marked with \* were fixed-term consultancy roles

LOCATION: Essex, England | AVAILABILITY: Immediately (*remote*) | REFERENCES / LEARN MORE: [www.MarkClulow.com](http://www.MarkClulow.com)

# 马克Mark Clulow

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**2022年07月 – 当今: 战略业务分析师**, Coos Creations (英国), 在不断变化的市场条件下为英国和亚洲的企业提供支持, 捕捉和处理竞争对手和销售指标, 并在可能的情况下将自动化和报告构建到业务的任何方面。

- 管理远程团队, 为 4 个不同地理市场的 6 个行业自动化数据收集方法
- 开发实时数据分析流程, 将原始数据转化为有意义的见解和仪表板, 将报告时间缩短 75%
- 审查、审计、品牌化和更新 45 个内部流程和 12 项政策, 以适应不断变化的市场条件
- 利用行业领先的数据工具和技术将数据点准确性提高 65%

**2020年02月 – July 2022年07月: 业务系统管理员**, Atlas Furniture Asia Ltd. (香港), 为英国电子商务初创公司建立了扩展的供应链运营, 包括运输和物流、仓储、规划和报告, 在前 12 个月创造了 50 万英镑的销售额。

- 跨所有业务部门 (Office、Stripe、Xero、ZenDesk 等) 的所有在线系统的端到端设计和管理
- 面向投资者、管理、产品开发、销售、营销、运营和财务的数据管理和报告
- 员工和供应商入职流程、动态表格和报告——20 名员工、150 家供应商
- 完整的品牌和产品展示, 以及针对多种客户类型 (贸易、零售、商业) 的定价
- 针对各级员工、企业品牌和自动化工作流程管理的培训视频和实时远程支持课程

**2018年05月 – 2020年02月: 业务系统管理员**, Pulse Cinemas, (英国), 创建企业在线形象, 创建和管理与客户的定期数字和印刷通信, 管理新闻/媒体关系, 协助举办年度贸易展览。监督公司范围内的重大数据质量升级, 以部署仓库管理系统和客户管理系统。

- 处理每日入库/出库仓库交付, 同时升级和简化仓库数据管理系统
- 设计开发自助客户端, 减少订单竞争时间和订单错误率
- 结合使用电子表格和数据库工具, 将业务系统的整体数据质量提高约 40%
- 为多个站点上的 20 位用户设计和部署完全迁移到 Office365, 包括 Sharepoint 和 Teams

**2016年11月 – 2018年04月: 副总经理**, Atlas Furniture Asia Ltd. (中国深圳), 多元化、快节奏、高压的角色, 影响着这家充满活力的小公司的方方面面。

- 12 个月内销售额从 200 万美元增长到 800 万美元的战略规划和执行, 包括全面重塑品牌
- 更新和维护所有政策、程序、表格、文件和 KPI, 提高所有部门的绩效
- 制定国际贸易展览计划以确保来年的业务, 覆盖 3 大洲的 4 个国家
- 在中国福建省厦门市按时按预算完成了 600 平方米展示厅的建设

**2015年08月 – 2016年11月: 高级商务顾问**, Coos Creations (中国深圳), 为中国的各种制造和销售公司提供国际贸易战略、变革管理、营销、媒体和传播方面的支持。

**2014年06月 – 2015年07月: 高级业务发展经理**, Cosmosupplylab Ltd. (香港和大陆东莞), 负责收集和整理有关潜在客户、市场和竞争对手的业务数据, 以帮助影响业务战略。使用各种媒体管理和维护与政府、供应商、员工、媒体和投资者相关的沟通策略和协议。帮助计划、协调和报告特殊事件, 包括客户访问和工厂开业。领导跨部门、跨文化的团队合作, 以执行领导力和战略层面的活动, 并改善日常运营。

- 为价值 3000 万美元的公司设计和维护 a3 年计划做出了重要研究, 实现了 12% 的年增长率
- 为 6,000 多名员工、1,000 多家供应商、500 多家客户或订单开发和部署数据和资产管理系统, 以便在所有部门之间集中存储和共享数据
- 特别活动包括工厂开业、政府、客户和董事会成员参观、贸易展览会和非现场领导力培训研讨会

**2012年07月 – 2014年06月: 销售与市场总监**, 深圳市昌红科技股份有限公司 (中国深圳), 负责创建新部门, 监督新领域和新行业的销售, 并制作信息管理系统以获取关键团队绩效数据。各种形式的企业营销媒体的创建和管理。确保所有团队成员遵守 ISO 和上市公司状态要求。

- 在美国、欧洲、俄罗斯和中国国内开辟新领域, 销售额达 100 万美元。新 (目标) 市场和新 (目标) 地区的询价超过 2000 万美元。维持 16% 的整体团队费用收入比。
- 通过销售渠道、绩效数据收集、定期报告和反馈, 持续招聘、指导和培养优秀员工, 并解雇表现不佳的员工, 然后采取必要的行动。(15 名员工)
- 在 12 个月内 (准时) 在汽车、医疗、航空航天和农业行业建立新客户
- 收集预算绩效数据并每月召开部门领导会议以保持目标。
- 部署客户关系管理 (CRM) 系统, 为团队成员和主管生成最新的绩效测量和报告。这些数据还有助于全年制定部门培训计划。
- 设计和开发企业品牌指南、新网站、电子邮件、日历和文件管理系统、企业集团目录、促销品、完整的社交网络存在和贯穿始终的多层次报告系统。
- 指导我们的存在, 并亲自参加了 8 场国际贸易展, 监督预订、运输、设计和交付

## 教育培训

2007年 – 2018年: 普通话中文 (日常专业交流)  
2015年: 项目管理专业人员 (PMP) 培训和 PRINCE2 基础和从业人员培训, 在线  
2002年 – 2003年: 互联网计算理学硕士, 英国赫尔大学  
1999年 – 2002年: 戏剧研究和创意音乐技术文学学士学位, 英国赫尔大学

位置: 英国伦敦 | 可用性: 立即 (远程) | 参考/了解更多: [www.MarkClulow.com](http://www.MarkClulow.com)