

David (Zehui) Sun

980 S. Coit Rd #625, Prosper, TX, 75078 • (310) 218-3982 • DavidSun78@gmail.com

SKILLS

- Lead PLCM teams to bring products from concept to commercialization and provide marketing support
- Continuous improvements in best practices adapting to changing market needs
- Advise clients, construct and deliver solutions for users
- Hands-on experience in: business requirements, vendor management, crisis management, project management
- Certified in ITIL v3

PROFESIONAL EXPERIENCE

Kizer / WE Knife

USA /China

Sr. Product and Project Manager

Current

Create new products and strategies promoting the brand name and image. Implement brand strategies and product life cycle management. Grow product portfolio with trend setting designs.

- Expand dealer network by over 100% in US and European market.
- Implemented and maintained multi-year material sourcing plan, build close working relationship with suppliers.
- Negotiate vendor contract, overseeing pricing, delivery time, and address ad-hoc business needs.
- Continuously review marketing strategy, optimizing sales volume, leveraging market news elevating brand prestige.
- Manage projects with Product Life Cycle Management including 4 cross-functional teams; host AGILE meetings.
- Create and support Solution Matrix to facilitate communications, minimize delays and conflicts.
- Balance distribution channels and production schedules, enhancing market penetration and client out-reach efforts.

Cold Steel

Ventura, CA

International Manufacturing Manager

2014-2015

Planned marketing strategies for new and existing products. Initiated and coordinated procurement and collaboration efforts between specialty partners and Cold Steel.

- Created performance standards, evaluated supplier contract delivery against KPI to ensure objectives are met.
- Set and achieved operation targets including reduced inventory and production lead time; increased product quality.
- Streamlined product and supplier vetting process; managed suppliers contracts, ensured timely and quality delivery.
- Performed data mining, created market analysis on competitor information and market trends.

DIRECTV

El Segundo, CA

Sr. Business Operations Analyst

2010-2014

Managed teams of analysts to mitigate impact to business users and customers, resolved conflicts and identified underlying issues to prevent future incidents.

- Developed business project plans and requirements; performed Pre- and Post-mortem analysis for strategy teams.
- Evaluated applications at all stages, created recommendations based on usability and supportability of tools.
- Created test procedures and plans, cataloged and analyzed results for executive communication.
- Supported projects throughout the life-cycle from scope creation to solution definition including user acceptance.

Edmunds Inc.

Santa Monica, CA

Sr. Technical Data Editor

2003-2010

Led teams of researchers in supporting data syndication clients; work in close liaison with major automotive clients. Provided project management support and presented data solutions to strategic business partners.

EDUCATION

USC University of Southern California, Marshall School of Business

Los Angeles, CA

Master of Business Administration, Concentration in Marketing

May 2009

UCLA, University of California, Los Angeles

Los Angeles, CA

Bachelor of Science, Computer Science

June 2002