

ALEX C. CHOU

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PROFESSIONAL EXPERIENCE

- Since late 2000 **Consultant and Entrepreneur** **USA & Greater Asia**
- Services include capital formation, strategy and planning, product development and marketing, sales planning and execution, operations analysis and automation, e-commerce, etc.
 - Involved in import/export trading (rice and used aircrafts), film (Hannari- Geisha Modern), tech & venture capital (GenerationPix, Osprey Ventures II), freight (Time-To-Air Corp., Dimerco -Taiwan listed T5609, and GolfBagShipping.com), and manufacturing firms
 - Acting VP of Product & Market Development for Riceland International Ltd., a top 5 Thai rice exporter
 - As sales director and shareholder, increased Time-To-Air's annual revenues by >50% from 2003-2005
 - Opened Time-To-Air's Hong Kong office in 2004; 2005 gross revenues in excess of US\$3mm
 - Personally featured in Shipping Digest (monthly magazine) cover article on behalf of Time-To-Air
- Asia-Silicon Valley Connection** (501.c.6 non-profit) **San Jose, California & Greater China**
Co-Founder, Vice President, Member of the Board (1999-2002) and Member
- 1 of 3 founders who provided seed-capital
 - Garnered press coverage from local, national and international newspapers and magazines including San Jose Mercury News, World News, Singapore Business Times, Business Week, Red Herring and Wired
 - Organized and budgeted monthly 30 persons seminars and large 300+ persons quarterly events
 - Raised funding from corporate sponsors (Ernst & Young, Silicon Valley Bank, etc.), charter members (tech-executives, venture capital, law, accounting and investment bank partners), and regular members
- November 1999 - August 2000 **ZMarket** (Consolidated into Russian investor entity Zakaz after wind-down) **Alameda, California**
Director of Product Marketing
- As 2nd US employee, played instrumental role to secure US\$2mm "series A" from Upstart Capital
- August 1998- November 1999 **Beyond.com** (NASDAQ: BYND sold to Digital River DRIV) **Sunnyvale, California & Dublin, Ireland**
Product Marketing Manager and Planning Manager
- Led 30 persons team and launched the hand-held products category or "tab"
 - In Dublin, managed order processing systems development and oversaw EMEA employee training
 - Instated systems, metrics and cross-department promotion readiness processes via "Happy (Customer) Meetings" resulting in 61% inbound-call sales closure increase, 1,800% backorder reduction, and double-digit customer satisfaction appreciation
- March 1997 - August 1998 **AMAX Engineering** **Fremont, California**
Product Manager
- Defined, launched and managed all desktop systems, servers and laptops (US\$54mm sales in 1998)
 - Products won awards with Computer Reseller News, PC Computing, PC World, Fortune, PC-Mag, etc.
- September 1995 - March 1997 **PEN** (English "edutainment" radio show reaching 120mm people) **Beijing, China**
Vice President and Co-Host in year 1 of operations
- June 1995 - August 1995 **JP Morgan** (NYSE: JPM) **New York, New York**
Corporate Finance Intern
- January 1994 - September 1994 **IBM** (NYSE: IBM) **Research Triangle Park, North Carolina**
Co-op Industrial Engineer
- Designed on CADAM and supervised the combination of the monitor and logic manufacturing lines, saving approximately 6,000 square feet and reducing US\$96,000 rent per year
 - Redesigned and managed construction of numerous office and laboratory spaces
- ## EDUCATION
- 1992 - 1996 **University of Michigan** **Ann Arbor, Michigan**
BS in Industrial and Operations Engineering, Magna Cum Laude (GPA: 3.667 / 4)