

Contact

cherylcg@yahoo.com

www.linkedin.com/in/cheryl-chiang-702aa314 (LinkedIn)

Top Skills

International Business

Strategic Relationships

Leadership

Languages

English (Native or Bilingual)

Chinese (Native or Bilingual)

Spanish (Professional Working)

Certifications

Professional Advanced High Proficiency Oral test

Cheryl Chiang

Director of International Operations at Gardner Pet Group, Inc.
Greater Milwaukee Area

Summary

As a decisive, dynamic leader, I build international connections and innovative global strategies to drive companies toward new sources of revenue, new business opportunities, and new customers.

“Impossible” is not a word that exists in my vocabulary. In my 20+-year career in international operations, I have been called on to balance multiple priorities; advise senior management with thought leadership; manage both administrative details and implement overarching vision; and work across culturally diverse teams and borders.

By tackling problems head on, finding creative solutions, and motivating teams to reach unparalleled results, I have experienced successes like the following:

- ✓ Established and grew the organization from start-up phase to \$15M in <3 years through strategic prioritization.
- ✓ Saved \$785K+ when building a new manufacturing plant from the ground up through shrewd negotiation.
- ✓ Formed strategic relationships with clients such as Hartz, Amazon, and Facebook, as well as with employees and government agencies.

I bring to the table global business experience in Asia, North America, and South America, cross-cultural communication, negotiation, sales and marketing expertise, as well as fluency in English, Chinese (Mandarin and Taiwanese), and Spanish.

Specialties: International business leadership, strategic decision-making, relationship building, cross-cultural relations, global negotiations

Experience

Gardner Pet Group, Inc.

3 years 8 months

Director of International Operations

September 2016 - Present

West Bend, WI

Grew business from \$0 To \$15M in in less than 3 Years for multinational pet supply manufacturer with 1K employees in the US, China, Cambodia and Belgium and 72 US employees. Served major pet supply brands Hartz, Petco, Ross, Chewy, and Amazon. Primary customer accounts represented 97% of revenue.

▶▶ ACHIEVED MULTIMILLION-DOLLAR TOP-LINE GROWTH ◀◀

- ✓ Reverse-engineered technical operations at enterprise scale across locations to best support customer base.
- ✓ Secured \$140K in Amazon orders by reconfiguring packaging and pallet configuration to cut client costs.
- ✓ Won \$25K Petco order by working closely with inventory manager to provide expedited shipping and shorten lead time.
- ✓ Led transition to new ERP system and EDI application.
- ✓ Drove high performance by coaching and motivating operations and quality teams. Presented results to internal/external stakeholders.
- ✓ Propelled Hartz sales from \$9.7M to \$14.7M by understanding and anticipating client's needs and expected product quality.

Director of International Operations

July 2015 - August 2016 (1 year 2 months)

West Bend, WI

Liaised between Chinese parent company and US firm to establish new subsidiary. Quickly stepped in as interim US CEO. Bridged gaps in manufacturing processes, as well as significant language and cultural barriers that existed between Chinese ownership and US staff despite parent company's 25+ years' experience in the Asian market. Aligned right people for right roles; aligned right resources to get the job done.

▶▶ EXPANDED US FOOTPRINT: BUILT NEW MANUFACTURING PLANT FROM GROUND UP ◀◀

- ✓ Converted empty warehouse to fully operational plant.
- ✓ Led strategy and long- and short-term planning for hiring, construction, logistics, and OSHA compliance.
- ✓ Established and maintained key local partnerships with government agencies, recruiters, and developers.
- ✓ Scored record-breaking 95 points on GMP audit in <4 weeks. Volunteered to lead project, built required processes from zero, and kept morale high under pressure of an “impossible” timeline.
- ✓ Created and instituted first-ever standard operating procedures (SOPs).

▶▶ GARNERED \$788K+ COST SAVINGS WHILE ESTABLISHING NEW FACILITY ◀◀

- ✓ Navigated painstaking transport of production equipment from China and Italy to the US. Ensured proper installation and compliance with customs regulations and OSHA standards.
- ✓ Shaved \$511K in expenses by using competitive bidding methods.
- ✓ Saved additional \$277K on equipment, inventory and supply agreements.
- ✓ Oversaw budget, variance and audit reporting. Ensured A/R, A/P and inventory record accuracy.
- ✓ Reduced scrap 15% by instating daily and hourly QC checks.

Translation & Interpretation Services

Freelance Professional Translator and Interpreter

2003 - 2015 (13 years)

Hong Kong & Hartland, WI

Ensured retention and growth of top tier client accounts. Selected Clients: Facebook, TED, PBS NewsHour, Taiwan United Publishing, Lexikeet, WI Public Schools, Lamplight Farms.

▶▶ HONED CROSS-CULTURAL NEGOTIATION SKILLS BY TRANSLATING COMPLEX BUSINESS DEALS ◀◀

- ✓ Trilingual: Provided Chinese, English and Spanish interpretation services.
- ✓ Translated high-level commercial documents and deals, including reports and marketing collateral, business and medical meetings, M&A and start-up negotiations, and teleconferences.
- ✓ During family career hiatus, added cross-cultural expertise as unofficial translator for WC Bradley, Inc.’s General Manager, Asia as he established Hong Kong and China operations from the ground up.

Various

Account/PR/Marketing Manager/Investment Consultant

1994 - May 1999 (5 years 5 months)

Taiwan, California

Built solid foundation in manufacturing operations, business relationships, and finance:

- ✓ Account Manager, North & South America for Giant Bicycles (Taichung, Taiwan)
- ✓ Senior PR & Marketing Manager for Wind Records (Taipei, Taiwan)
- ✓ Investment Consultant at Yi-Bao Investment Co. (Taichung).

Education

Tunghai University

Master of Business Administration (M.B.A.), Courses toward MBA Accounting, Finance Management, Quantitative Methods & Statistics, Marketing Plan · (1994 - 1995)

Providence University

Bachelor's Degree, Bachelor of Arts (BA), Spanish major and degree in Business Administration minor, · (1991 - 1994)