

Management Consulting Executive

Re-Structuring, Turnarounds, M&As, High-Growth Ventures, Multinational Corporations

Strategic, entrepreneurial business executive with keen insight, judgment, and business wisdom combined with vision, drive, and energy critical to building profitable, prominent, and well-respected businesses. Drives startup, development, accelerated growth, expansion, and turnaround of early-stage and established corporations. Strengths recruiting and retaining senior-level staff, identifying opportunities, and penetrating target markets through smart go-to-market planning and execution. Experience in business plans that factor in growth, competitive positioning and exist strategies / liquidity events. Brings strategy consulting to deliver transformation / change initiatives. Published author of award-winning book about international business.

- **iSoftStone** - Recruited to analyze and transform the organization's US Operations as related to business leadership, daily operations and sales.
- **Cross Shore Acquisition Corporation** - Hired team, led business planning efforts that included product development, venture funding, market research, competitive assessment, product introductions – all leading to the merger of the company with ReSearch Pharmaceutical Services
- **ING Baring Private Equity Partners (BPEP Asia)** - Managed \$500M+ in strategic investments in the Communications and IT sectors for companies conducting business world-wide.
- **EDS** - Led the transition to a model based on maximizing economies of scale via outsourcing that resulted in a rise in top line from by 12x to \$1.2B with \$4B+ in additional revenue, recruited leadership team in Asia countries.
- **Wang Laboratories** - Introduced new business model that resulted in accelerated revenue growth from \$75M to \$500M+ by leveraging new channels of distribution throughout Asia, Australia and New Zealand.

Core Competencies Include

Strategic Business Planning & Execution • Corporate Strategy • Sales & Marketing Business Development • Change Management
Series Fundraising • P&L Management • Digital Transition • Transformation Projects • Building Management Teams
Philanthropic • International Operations • Productivity Improvements • New Product Launches • Mergers & Acquisitions

LEADERSHIP & CAREER HIGHLIGHTS

Yunnan Project Hope for the Minorities Inc., Laguna Woods, CA | 501(c)3 corporation (also registered in Canada) that provides education and scholarship for children (especially girls) of the Minority Tribes in the Chinese province of Yunnan).

Chairman and CEO

www.yunnanprojecthope.com

1998-present

Managed fund raising, building business plan and milestones, promoting and recruiting volunteers. Working with Ministry of Education, China, building elementary schools and dormitories for children of the minority tribes in the Yunnan province. Efforts, year to date, have led to the building of 41st. elementary school (2019) from contributions from across the globe.

iSoftStone, USA, subsidiary of iSoftstone Inc. China | *Technology Services Corporation*

Chairman and President

2007-2014

Initiated, developed and introduced business strategies for multi-national organizations in need of expertise in business planning and business process advancements as related to the utilization of IT products and services.

- Evaluated senior management performance and recruited new top-tier talent as part of a major change management initiative to advance company growth (revenue, market share, competitiveness) in the US market
- Reinvested the sales and client services model with a focus on restructuring the product and service offering. Efforts resulted in a successful turnaround and increase in top line revenue by a factor of 2.6x.
- Responsible in identifying, negotiating the acquisition of two companies in US that enabled successful IPO of iSoftstone Worldwide Corporation at NYSE in 2014

Cross Shore Acquisition Corporation, Hilton Head, SC | *Bio-Technology Investing Firm*

Co-Founder

2002-2007

.Spearheaded the product development and outsourcing strategy.

Raised \$112M on Wall Street Road show and went public on London SPAC Board.

Integrated and invested in a clinical development bio-pharmaceutical company and exited successfully 3 years later

ING Baring Private Equity Group (BPEA Asia), Beijing, China | *Strategic Investment Firm*

Operating Partner

2000 – 2002

Recruited to manage \$500M+ portfolio of investments in the IT and Communications sectors in companies based in APAC and the US.

- Restructured the company, bringing in new senior staff and incorporating change management fundamentals to secure buy-in across global offices, returning the company back to profitability.

Electronic Data Systems (EDS), Plano, TX
Corporate Senior Vice President and President of Asia Pacific Region

1992 - 2000

Recruited to revamp / advance business strategies for the company's APAC region.

- Key member of team responsible for creating an industry-changing IT solution by concluding an outsourcing alliance with Telecom New Zealand (NZ\$1.5B).
- Introduced the company's outsourcing model to the region that spearheaded unprecedented growth in sale and market share
- Crafted a strategic relationship with P.T. Danamon that enabled EDS entry into the Indonesian market, quickly earning the leadership role as the leading IT provider to the country's financial services sector.
- Recruited local CEOs for Taiwan, HK, China, Singapore, Malaysia, Australia and NZ and increased revenue 10 fold in 9 years

Wang Laboratories, Lowell, MA | Computer Manufacturer

Sr. Vice President Corporate Officer and President of Asia Pacific Region

1978-1992

Promoted to Regional Director, Corporate Vice President, then Corporate Sr. VP, assuming business leadership roles. Held full responsibilities over strategic planning, P&L, alliance planning, sales marketing, and managing distributor network in Asia Countries.

- Planned and initiated offshore research and development initiatives as well as manufacturing to the APAC region.
- Established the Company's first Mainland China Joint Venture partnership in Shanghai with then, Mayor Jiang Ze-Ming (later became Communist Party Chairman of PRC China). (On JV Opening visit of Dr. An Wang, met with Deng Xiao-ping 1986)
- Rebuilt US Region, earning the distinction of being the #1 region (of 6) in the company.
- Re-structured and recruited Country leaders in Taiwan, HK, China, Singapore and set up distributors in SE Asia

Other Experience – Adjunct Professor, Business School of Management, Chinese University of Hong Kong

EDUCATION

MS, University of Massachusetts (Lowell)

MBA, Pepperdine University, Malibu, CA (PK-E 75)

Recognized as a Distinguished Alumnus

BS, National Taiwan University

PUBLICATIONS

Confucius Says There Are No Fortune Cookies In China, Penguin Publishing

- **Theme** – Teaching Westerners Asian Culture and how understanding each other's culture can help build relationship and mutual respects.
- Recipient of the Rising Star Award and Editor's Choice (English and Simplified Chinese version)

BOARD MEMBERSHIPS (Abridged List)

Board of Regents, Pepperdine University, Malibu, CA

iSoftStone Inc., Beijing China

Novelis Inc. (publicly-traded \$8B multinational company)

University of San Francisco McLaren School of Business

iCarnegie (a subsidiary of Carnegie Mellon University)

International Advisory Board of the Government of South Australia

American Chamber of Chamber, Hong Kong

Yunnan Project Hope Corporation (501 C3 Charity Organization)

Asian Americans Advancing Justice, Los Angeles, CA

Laguna Beach United Methodist Church (Staff Parish)

SPEECHES / PRESENTATIONS (Abridged List)

Massachusetts Institute of Technology (MIT) Sloan School

Harvard University

University of Washington

University of Massachusetts Lowell

Pepperdine University

Beijing University

UBS

Microsoft

Laguna Beach United Methodist Church

Irvine Chamber of Commerce

AWARDS

Distinguished Alumnus, Pepperdine University, Graziadio Business School, Malibu, CA

Lifetime Education Charity Award, YPH (a 501 (C) (3) Corporation)

INTERESTS

Mentor, High School and College Students

Physical Fitness: Swimming, Golf, Yoga, Tennis, PingPong

楊文慶文化專書 大學當教材

向西方引介中國習俗「There Are No Fortune Cookies In China」圖文並茂

蕭迪玉／爾灣報導

年美國與中國商業交流頻繁，上形成互相依賴的密切關係，由於中、西文化差異而造成誤甚至進而錯失商機的案例比比，歷任美國Electronic Data Systems資深副總裁及中國軟通動

力美國公司總裁的楊文慶(Edward Yang)，根據他在跨國企業任主管40年的經驗，出版介紹亞洲文化專書「There Are No Fortune Cookies In China」，以圖文並茂的方式呈現相關的重要文化觀念，被多所大學商學院選作企管碩士班

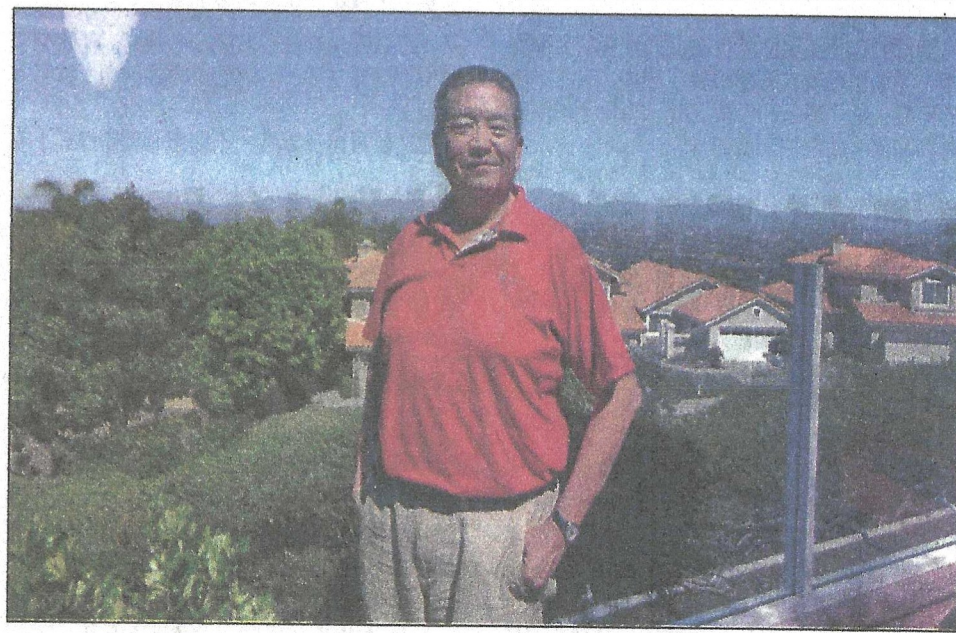
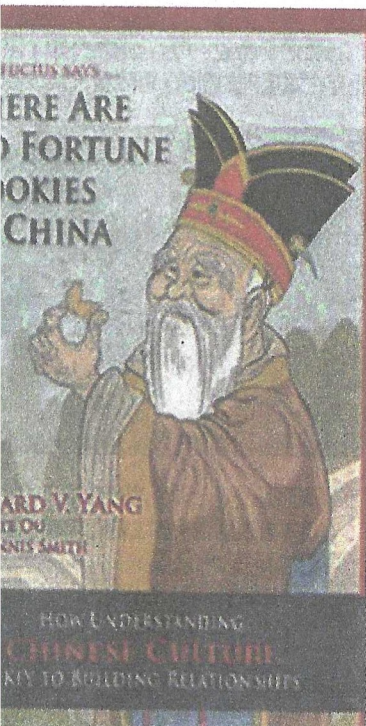
的補充教材。

曾任南加州沛普丹(Pepperdine)大學校董15年的楊文慶，出生在中國四川，自台灣大學化工系畢業後，留學美國麻州大學取得碩士，他曾負責王安電腦公司在亞太地區的業務，並在上海推展王安電腦的合資事業。90年代楊文慶被以德州為總部的跨國企業Electronic Data

Systems挖角，出任該公司首位華裔資深副總裁，在香港建立EDS亞洲總部，將商業流程外包(Outsourcing)服務引進亞洲各國。

經常帶著美國企業主管到中國、台灣、香港出差的楊文慶發現，美國人對亞洲文化一知半解，常因此鬧笑話，例如面對中式大圓桌搞不清主位在哪裡，用發撲克牌的動作遞名片，不了解中國人為顧及面子而不願直接拒絕的作法。因此，他主動在啟程到亞洲前，為企業主管舉辦特別講習，以親身經驗為例，介紹中國歷史、文化及慣用成語背後的故事。

熟悉東、西方企業文化的楊文慶，也是極少數能突破專業領域而晉升高層主管的華人。楊文慶表示，他曾碰到多位事業上的導師，給他學習美式管理的機會，現在他也是抱著分享經驗、回饋社會心態出書、講學，希望搭起中、美文化的橋樑。有一次他應邀到西雅圖的微軟公司演講，介紹中國傳統習俗背後的文化理念，也提及他個人成長的經歷，內容引起許多華裔員工共鳴，紛紛要求他寫出中、西文化差異的觀察與體驗，他不想出一本嚴肅的教科書，於是找來漫畫家合作，花了三年時間將「There Are No Fortune Cookies In China」完稿。楊文慶認為，這本書可在搭乘跨太平洋飛機航行中一口氣看完，除了向西方世界引介中國習俗之外，也可作為美國華裔認識自身文化傳統的課外讀物。



▲擁有40年跨國企業管理經驗的楊文慶。

(記者蕭迪玉／攝影)

◆「There Are No Fortune Cookies In China」以傳統精裝書、平裝書及電子書多種

希望工程 雲南山區建38間小學

楊文慶擔任主席 盼更多人投入協助少數族裔孩子

蕭迎玉／爾灣報導

立20年的雲南少數族裔希望工程，匯集、加拿大地區的愛心捐款，迄今已在雲區建造38間小學，為數百名偏遠山區的族裔貧困兒童，提供受教育的機會，發人「幼吾幼以及人之幼」的精神。

雲南少數族裔希望工程主席的楊文慶，該組織迄今已捐出130萬美元到雲南，除了蓋小學之外，還有附設的學生宿舍及圖書館，讓山地兒童可以住校，來回奔波山路的辛苦。令楊文慶特別開是，好幾個原本因家貧而無法上學的女在雲南少數族裔希望工程協助下，已經大學畢業生，還有人申請獎學金來美深

文慶投入雲南少數族裔希望工程，主要了紀念他的父親楊礎生及母親張鵬英重育的家訓。楊文慶表示，小時候全家移甸，為融入當地社會都入了緬甸籍，他

的父親從事絲綢生意，家裡八個兄弟姊妹全部念華人開辦的光華學校，1962年緬甸發生軍事政變，他父親的工廠被緬甸政府收歸國有，父母在極度艱困的環境中，透過雲南同鄉會出具證明，為他和弟弟申請到中華民國護照，讓他們免學費進入台灣大學，直到今天他仍由衷感念僑委會伸出援手。當時他的大姊楊愛芳正在加拿大念研究所，每個月省下30元加幣給他作生活費，靠著這些協助，他才有機會來美念書。

每年都組團前往雲南山區的楊文慶說，當地風光秀麗，但山路也十分原始難行。雲南少數族裔希望工程由他的大姊夫丘才廉及大姊創辦，是加拿大登記的非營利組織，以捐贈實體學校建築及設備為主，美金2萬5000元即可建造一所小學，他接任主席後設立網站(yunnanprojecthope.com)，收錄歷年捐款人名單及建校成果，希望吸引更多投入協助少數族裔孩子的行列。



香港中文大學
商學院



楊文慶教授
管理學系客座教授

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CUHK Business School
The Chinese University of Hong Kong



Professor Edward V. YANG
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**PEPPERDINE UNIVERSITY
COMMENCEMENT**

**The George L. Graziadio
School of Business and Management**

**Saturday, April Twelve, Nineteen Hundred and Ninety-Seven
Malibu, California**

COMMENCEMENT

THE GEORGE L. GRAZIADIO
SCHOOL OF BUSINESS AND MANAGEMENT
PEPPERDINE UNIVERSITY

ay, April Twelve, Nineteen Hundred and Ninety-Seven

l.....Pomp and Circumstance (Elgar)

.....JOHN D. NICKS, JR.
Professor of Quantitative Methods

llegiance.....EDWARD ROCKEY
Professor of Behavioral Science

angled Banner DESIRÉE DUNDERVILL
fience participation) Associate Director, Executive Programs

s Message.....GEORGE L. GRAZIADIO
Chairman of the Board, President and CEO
Imperial Bank

n of Candidate THOMAS P. KEMP
rary Degree Member, Board of Regents
Causa)

of Degree.....CHARLES B. RUNNELS
Chancellor

of Candidate TRAVIS REED
Member, Board of Regents

STEVE FORBES
Doctor of Laws

ment AddressSTEVE FORBES
President and CEO of Forbes Inc.
Editor-in-Chief, Forbes magazine

Presentation of Distinguished.....OTIS W. BASKIN
Alumnus Award Dean

JAMES E. CAMPBELL
Assistant Vice Chancellor

EDWARD V. YANG
Senior Corporate Vice President,
Electronic Data Systems Corporation
Distinguished Alumnus

Presentation of Candidates for ROBERT M. CANADY
Baccalaureate Degrees Academic Dean

Presentation of Candidates for OTIS W. BASKIN
Graduate Degrees

Presentation of Honor Students.....STEVEN S. LEMLEY
Provost

Benediction.....ANN E. FEYERHERM
Associate Professor of Organization and Management

(The audience will rise for the benediction
and be seated during the recessional.)

RecessionalSouven in March (Daganosis)

Marshal
EDWARD ROCKEY

Organist
WILLIAM STIVERS
Professor of Languages
Seaver College



technology review

Published by MIT

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SECOND ANNUAL CONFERENCE
16-18 NOVEMBER

CRUNCHING THE INFORMATION EXPLOSION

Big Data

2012 FEATURED TOPIC » Page

 MIT · CHIEF

MIT-CHINA INNOVATION AND ENTREPRENEURSHIP FORUM

<http://mitchief.org>

Organized by the MIT Chinese Students and Scholars Association

The Spirit of Entrepreneurship

陈济海

man and President of DIH Technologies; an emerging leader in the fast
icine and Pharmacy Automation markets in China. Before he founded
asoned multinational executives, Mr. Chen was a Senior VP at
arge of Cardinal's Asia businesses as head of Asia and Cardinal's
Operation as its Managing Director. Mr. Chen's other international
of GE Healthcare N.A. Services and GE CSI, Great China GM of GE Healthcare GSO, and BD

ent education includes an Executive Master degree from Kellogg Business School of
sity, a Master in Corporate Finance from CEIBS, and post-graduate fellowship at London

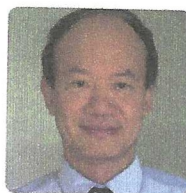
PUTER SCIENCE | Princeton University
Academy of Engineering

option in the Keynotes section.

Russell

Zensei Analytics, LLC

experienced entrepreneur and scientist. He is the Founder and
Zensei Analytics, LLC, a Boston-based new venture creation and
he also serves as the President and CEO of Makoto Life Sciences,
company focused on the identification of novel pharmaceutical targets
and allergic inflammation. Previously, Dr. Russell co-founded Critical
a critical care pharmaceuticals company targeting the treatment of severe inflammatory
also co-founded Vevionics, LLC, an engineering research and design company that develops
es for industrial process control and measurement. In addition, he was the founder of LifeBeam
high-speed genomics technology company where he was the inventor of LifeBeam's patented
technology. In addition to his entrepreneurial efforts, Dr. Russell has conducted research at
Boston University on a wide range of topics from detectors for biological warfare agents to



genetically engineered proteins used in anti-counterfeiting applications. He holds a Ph.D. in Physics from Boston University.

Changsen Sun 孙长森

BUSINESS ANGEL AND INDIVIDUAL INVESTOR

FOUNDER | Beijing Keyuan Xinhai Pharmaceutical Co., Ltd.



Until 2012, Dr. Sun served as the Party Committee Secretary and General Manager of SPH Keyuan Xinhai Pharmaceutical Co., Ltd. formerly known as CITIC Pharma. Dr. Sun joined CITIC Pharma in 1993 as a veteran entrepreneur partner, and was responsible for business development and management. He served as Chairman and General Manager of CITIC Pharma's largest subsidiary, Beijing Keyuan Xinhai Pharmaceutical Co., Ltd., where he led the establishment and reform of organizational structure and the operational system. He also managed market exploration and business operations for different stages of the business, and contributed to the reform and restructuring of KYXH-invested companies.

SPH Keyuan Xinhai supplies pharmaceutical products, vaccines, and medical devices to hospitals, cross-sectional distribution partners, CDCs, retail buyers, and patients. The company also provides bonded import service, IT solutions, third-party logistics, and many other services. Since leaving his post at SPH Keyuan Xinhai, Dr. Sun is now an individual investor and focuses on early stage investments in the healthcare field, including medical services, intelligent medical devices, and hospital information Systems. Dr. Sun holds a Ph.D. in Business Administration from the Beijing Institute of Technology.

Edward Yang

CHAIRMAN AND PRESIDENT | iSoftStone North America Business Group



Mr. Edward Yang is the Chairman and President of iSoftStone North America Business Group, a leading IT service provider serving both Greater China and Global clients with ITO, consulting, and BPO. Mr. Yang helped build iSoftStone's United States operations business through organic growth and acquisition. Before joining iSoftStone, Edward Yang was formerly the Chairman of the Cross Shore Acquisition Corporation, raising \$112 million from Wall Street, after which the company went public on London AIMS in 2005. Prior to that, Mr. Yang was Operating Partner at ING Baring Private Equity Partners Asia (BPEP Asia) in Hong Kong. From 1992 to 2000, Mr. Yang served as the Corporate Senior Vice President and President of Asia Pacific Region for EDS Corporation, based in Plano, TX with \$1 billion revenue over 11 countries in year 2000.

In 1980, as the Corporate Senior VP of Wang Lab, Mr. Yang negotiated the company's first joint venture in China. He served as Head of Asia Pacific Region and SAP for Wang Lab Inc. Boston Mass until 1992. Mr. Yang is a frequent speaker for corporations and universities on culture and key success factors when anyone leaves one's home country to try to excel. He currently serves on the Board of Regents of Pepperdine University, Board of Visitors of School of Public Policy of Pepperdine University, and the Advisory board of the Asian Pacific American Legal Center (APALC). He is the Chairman of the Board of Yunnan Project Hope, which builds schools in the Yunnan-Tibet region for minority children. Over the past 17 years, the project has built over 35 elementary schools throughout minority regions of Yunnan Province.

Go With the Wind

The Greatest Choice

► Xiaoping Xu, founder of Zhen Fund and renowned angel investor, delivers inspiring advice to young entrepreneurs

MIT ASIA BUSINESS CONFERENCE 2015

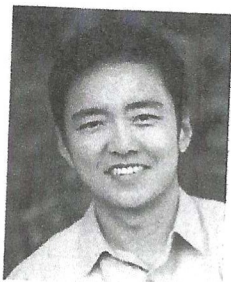
DEMYSTIFYING BUSINESS PRACTICES IN ASIA

Saturday March, 7th 2015 | MIT Media Lab



Panel 4

What really drives the innovation?



David Lee

Venture Partner
SK Telecom Ventures

Partner
Kstartup

Panelist 2

David was hired in 2000 at Google as one of the first 200 employees, and was the first executive to lead their overseas bd, sales, and operations. He launched Google's first international ads, opened their offices in Korea, Japan, Greater China, Australia, and helped launch Europe and Latam. He hired the first international management teams, establishing Google's overseas revenue base. As Director of Asia-Pacific and ROW, he headed up these regions and led several major international search ad partnerships.

David is a Venture Partner at SK Telecom Ventures (the largest mobile carrier in Korea), a \$100M fund based in Silicon Valley, where he leads their internet and mobile investments. He's also an angel investor in the US and Asia. Previously, David was co-founder of XG Ventures, a Google alumni angel fund. He has invested in over 40 companies with over 13 acquisitions.

In Korea he co-founded KStartup, the first Asian accelerator funded by Google.

Panel 4

What really drives the innovation?



Edward Yang

Vice Chairman, Board of Advisors
iSoftStone

Panelist 3

Edward V. Yang lectures and advises corporations in their cross boarder businesses between East and West. Mr. Yang has extensive management capabilities, a strong understanding of the client outsourcing value proposition, and comprehensive experience in global management of US and China-based businesses. He is also the author of the award-winning book, "There are no fortune cookies in China".

Edward currently serves as Vice Chairman of the Advisory Board of iSoftStone Inc. Prior to his current position, he was the Chairman and President of iSoftstone Inc. from 2008 to March 2014. iSoftStone is a global services company providing Information Technology Outsourcing, consulting and Business Process Outsourcing to clients in China, Japan, Korea, North America and Europe. iSoftStone is listed on the NYSE, ranks among the top three IT Services company in China and is head-quartered in Beijing.