

Beina (Eliza) Zhang

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Profile

- **9+ years of seasoned business development manager** with extensive experiencing in Security System, CCTV, Access control, Fire panel, Business Mobility, and building materials and products. **Achieved 180%+ sales quota** by monthly basis. On average **self-generated 110+ customers** per year.
- **4+ years** of entrepreneur/co-founder since 2010. Led **25+ sales professionals**, achieved **target revenue growth of 380% by** successfully acquired major accounts from real estate, government, and automotive industries.
- **6+ years** extensive Global Purchasing experience in Tier 1 automotive suppliers.
- Fluent in **English and Mandarin**.
- **High proficiency in 5 Categories of software:** Office 365, CRM tools (**Salesforce**, **Mastermind**), Google platform, Business connect, and AS400.

Professional Experience

National Business Account Manager

-TELUS (Formerly ADT)

Canada/Oct.2019 to Mar.2023

Acquired total of **350+ new customers** over three years. **Exceed \$870K+ sales revenue** during the three years (**\$200K+** one-time security equipment installs revenue and equipment rental charges **YOY: \$223K+ and CAGR of 400%**). Retained **90+ existing customers** a year by working closely with retention department to providing enhance customer service.

- Identified sales prospects including doing research, cold calls to warm leads, developed leads, built relationships, closed orders and developed accounts in a consultative sales process.
- Utilized social media and email marketing to promote company and generate on-line leads.
- Conducted sales presentations and prospected new clients in assigned territories.
- Prepared and submit regular sales forecasts and reports to the management team.
- Worked on long sales cycles for larger pieces of equipment.

Business Development Officer
-Synercapital Assets Management
Canada, Ottawa/Mar.2018-Jun.2019

Built the company's **1st marketing and communication strategy and tactic plan**. Sourced **200+ international suppliers**. Conducted products samples from overseas, and **audit products quality**. Built the **company's 1st website**.

- Managed for all commercial activities with suppliers and lead for supplier selection, sourcing documentation.
- Led the strategic development and execution of branding concepts and business development plans.
- Conducted ongoing insights and stay on top of trends to make recommendations for brand, packing and product improvements to maximize long term potentials.
- Analyzed potential business opportunities by conducting market and product research.

Business Account Manager
- Rogers Authorized Dealer (Beyond Wireless)
Canada, Ottawa/Oct.2016-May.2017

Responsible for managing **180+ corporate and government accounts**. Upselling Rogers services by adding more than **\$800 - \$1200 profits /per account/ per month**. Acquired **15+ new SMB leads on monthly basis**.

- Managed company corporate and government accounts.
- Prospected for new accounts by soliciting new business in the marketplace.
- Maintained and managed customer files in the company's salesforces.

Co-Founder/Sales & Marketing Director
- R&N Public Relations
China, Shanghai/Jan.2010-Dec.2014

Responsible for business development recruitment and onboard training (**30+ sales professionals**). Contributed to company revenue growth of **\$150K+** per year. Extended customer base to **Real-Estate, Manufacturing and banking industries**.

- Collaborated with leadership to understand client issues and priorities, developed account plans and reviewed or created target lists to drive strategic and profitable growth.
- Identified, developed and maintained key client pursuits through each stage of opportunity development.
- Network with business partners in the market to support the creation of value for our clients through joint business relationships

Senior Buyer

- VISTEON Corporation

China, Shanghai/Jun.2006-Feb.2009

- Led/Managed multiple high-level sourcing projects centered on the procurement of indirect goods and services.
- Initiated RFI/RFP/RFQ processes based on situation, assisted with scope definition, research proposal selection, and acted as a facilitation lead to guide the business towards informed source selection decision in all key business units including: Marketing, IT, Finance, HR, Supply Chain, Product, Sales and Customer Engagement.

Buyer

- FAURECIA Corporation

China, Shanghai/May.2003-Mar.2006

- Negotiated pricing and other terms of purchase and assists purchasing directors in managing strategic suppliers.
- Quoted materials/services and issues Purchase Orders; Expedited and ensured the timely receipt of materials.
- Issued RFQs, analyzed proposals, negotiated prices and delivery, issued and/or adjusted purchase orders in a timely manner to meet internal forecast needs.

Education

Algonquin College Canada, Ottawa /Sep.2014 –Apr.2016

Diploma of Business Marketing

Canadian Professional Sales Association (CPSA) Canada/2014 -
2016 Professional Sales Certificate