Alibaba Presents

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Influencer Biographies

Frank Lavin

CEO and Founder, Export Now

Areas of Expertise

E-commerce in China

Helping Brands Succeed in China

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Frank Lavin is the CEO and founder of Export Now, a U.S. firm established in 2010 to operate e-commerce stores in China for international companies. Export Now is the largest off-shore operator of China e-commerce stores, helping brands from around the world in strategy and operations.

In Government, Lavin served as Under Secretary for International Trade at the U.S. Department of Commerce 2005-2007. In that capacity, Lavin served as lead trade negotiator for both China and India and was the senior policy official in the Department responsible for commercial policy, export promotion, and trade negotiations across the globe. Lavin was U.S. Ambassador to the Republic of Singapore from 2001-05, where his duties included helping negotiate the U.S.-Singapore Free Trade Agreement.

In the private sector, Lavin served in senior finance and management positions in Hong Kong and Singapore with Edelman, Bank of America and Citibank.

Previously, Lavin served in the George H.W. Bush and Reagan Administrations, working in the Department of Commerce, Department of State, National Security Council, and White House. Lavin served as Director of the White House Office of Political Affairs 1987-89.

Lavin earned a B.S. from the School of Foreign Service (Georgetown); an M.S. in Chinese Language and History (Georgetown); an M.A. in International Relations and International Economics from the School of Advanced International Studies (Johns Hopkins); and an M.B.A. in Finance at the Wharton School (Pennsylvania).

He is a columnist for Forbes.com and has been published in The New York Times, The Washington Post, The Wall Street Journal, Foreign Affairs, Foreign Policy, and other periodicals.

Lavin is the co-author of "*Export Now*," (Wiley) on market entry strategies. His World War II history book, "*Home Front to Battlefront*" will be published in 2017 by Ohio University Press.

Lavin serves on the Board of Directors of UOB, a Singapore-based regional bank. He also served as Steering Committee Chairman of the Shanghai 2010 World Expo USA Pavilion.

Michael A. Zakkour

Vice President China/APAC & Global E-commerce Practices, Tompkins International

Michael Zakkour is Vice President, China/APAC& Global E-commerce Practices at the global consulting firm Tompkins International and author of the Wiley international best-seller "China's Super Consumers". Michael is also a contributing writer at FORBES and Beijing Review and appears regularly on the BBC and other global TV, radio, print and online media outlets to share his insights on China, global e-commerce, Chinese consumers and technology. He is also known for his "Globalization 2.0" theory of business (China, Supply Chains, Cross Border e-Commerce and Financialization) and helping companies understand and implement new operations for a 2.0 world.

He has more than eighteen years experience in international market strategy and implementation, primarily in China and Asia where he has assisted more than 300 multinational, SME, public and private enterprises on their entry and growth strategies and implementation, including some of the biggest names in retail, technology, consumer products, food and beverage, entertainment, health care, fashion and luxury.

Michael's experience in, and deep understanding of China's business, consumer, technology, cultural, historical, and societal landscapes have made him a much sought after advisor for companies, brands, investors, and governments engaging with China.

He also founded the "China Going Global" initiative, advising corporations, cities, states, service providers, and the hospitality industry on engaging the Chinese companies, investors, consumers and travelers who are making a financial and cultural impact around the world. Michael has also advised numerous Chinese companies and entities on global expansion and engagement with international partners.

Prior to joining Tompkins International he was founder and managing director of China BrightStar, LLC, a leading China business strategy consulting firm and before that was Vice President of Beijing-Gongmei, a Beijing based conglomerate, where he founded one of the earliest China based consulting firms for foreign companies doing business in China.

Michael has lectured on China, Asia, international business, branding, consumers and technology at the Wharton School of Business at UPENN, Columbia University, New York University, F.I.T, Yale, The Confucius Institute for Business and the China Institute.

Areas of Expertise

E-commerce and Retail Trends

State of Chinese Consumer

Helping Brands Succeed in China

China Going Global

Evolution of E-commerce to Cross-border in a Globalization 2.0 World

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Deborah Weinswig

Managing Director, Fung Global Retail & Technology

Deborah Weinswig is the Managing Director of Fung Global Retail & Technology. An award-winning global retail analyst and a specialist in retail innovation and technology, she is responsible for building the team's research capabilities and providing insights into the disruptive technologies reshaping today's global retail landscape. Her in-depth knowledge and understanding of global retail and emerging technology trends were fostered through her previous experience, which included serving as Head of the Global Staples & Consumer Discretionary Team at Citi Research, where she worked for nearly 12 years.

Ms. Weinswig was consistently ranked among the top analysts in her field by publications such as Institutional Investor, where she was ranked #1 for nine years, and by publishers StarMine and Business Insider, which named her one of Wall Street's top 36 analysts in 2012. Also in 2012, she received the Researcher Award for Outstanding Service from the International Council of Shopping Centers. She is frequently quoted in The Wall Street Journal, The New York Times and Barron's, and is a regular guest on CNBC. Before her time at Citi, she held senior research positions at Bear Stearns and Morgan Stanley.

An advocate for innovation, creativity and the implementation of efficient technologies in the retail sector, Ms. Weinswig has helped US startups develop and implement retail technology systems and strategies, some of which have been adopted by top-tier national retailers.

Ms. Weinswig also serves as a mentor to Silicon Valley accelerators, including Alchemist Accelerator, Plug and Play and Entrepreneurs Roundtable Accelerator. She sits on the advisory boards of several early-stage companies in both the US and Hong Kong. She is a Certified Public Accountant, and holds an MBA from the University of Chicago. Ms. Weinswig also serves on the boards of many philanthropic organizations, including Dignity U Wear.

Areas of Expertise

Retail Technology

Shopping Trends

State of Chinese Consumer

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Jeff Walters

Partner and Managing Director, Boston Consulting Group

Jeff Walters is a Partner and Managing Director with BCG in Greater China. He joined BCG in 2003 and has been in Greater China for over ten years. He is a leader of the firm's Greater China Consumer Goods and Retail practice, leads the firm's Center for Customer Insight in Emerging Markets, and the Marketing, Sales and Pricing practice in Asia Pacific.

Mr. Walters' experience in China and Asia spans many consumer goods categories including apparel, luxury goods, food and beverage, spirits, auto, appliances and electronics, from both the brand company and retailer perspectives. He has supported numerous companies in defining and executing their growth agenda in China, involving topics such as branding, product portfolio, innovation, organization, route-to-market and M&A.

In the fashion and apparel industry specifically, Mr. Walters has supported clients in China with a range of growth and operational topics including brand positioning and portfolio, franchise management, M&A, assortment planning, and footprint expansion.

Mr. Walters is the author of numerous publications about the Chinese consumer and market, including *2016 BCG Global Challengers: Global Leaders, Challengers, and Champions*, *China's Consumers Stay The (Slightly Slower) Course*, *The New China Playbook, A Tale of Two Chinese Consumers*, *Formulas for Winning: Forging Innovation in China's Banking Sector*, *Chinese Consumers: Increasingly Optimistic but Also Realistic*, T*he Chinese Digital Consumer in a Multichannel World*, *Playing to Win in Emerging Markets: Multinational Executive Survey Reveals Gap Between Ambition and Execution*, *A Change of Pace in Chinese Consumer Sentiment*, *The Age of the Affluent: The Dynamics of China's Next Consumption Engine*, *The World's Next E-commerce Superpower: Navigating China's Unique Online-Shopping Ecosystem*, *Big Prizes in Small Places: China's Rapidly Multiplying Pockets of Growth*, *The Keys to the Kingdom: Unlocking China's Consumer Power*, and *Retailing in China: Bring Your "A" Game*.

Mr. Walters was a Ph.D. candidate in Electrical Engineering at Stanford University, where he also received an M.A. from the Center for Computer Research in Music and Acoustics, and holds a B.A. in Physics from Dartmouth College.

Areas of Expertise

State of Chinese Consumer

Consumer and Retail Trends in China

E-commerce in China

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Hunter Williams

Partner, Oliver Wyman

Hunter Williams is a partner with Oliver Wyman. He focuses on retail and consumer products and works closely with his clients to address their strategic challenges, especially in the Chinese market.

Mr. Williams has 9 years of strategy consulting experience in Greater China, and is a fluent Mandarin speaker. He has extensive experience across the CPG and retail industries, including packaged food & beverage and grocery retail. Prior to joining Oliver Wyman, Mr. Williams was a partner in Greater China for OC&C Strategy Consultants.

Mr. Williams earned a BA in Finance and East Asian Languages and Literatures from the University of Florida and a MPhil in Oriental Studies from the University of Cambridge.

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Dan Harris

Managing Partner, Harris Bricken

Dan Harris is the founding member of Harris Bricken, an international boutique law firm with offices in Seattle, Barcelona, Beijing, Portland, Los Angeles and San Francisco. Harris Bricken represents European and American companies overseas and foreign (including Chinese companies) in the US.

Dan writes and speaks extensively on international law, with a focus on protecting foreign businesses in their overseas operations. He is also a prolific and widely followed blogger, writing as the co-author of the multiple award-winning China Law Blog.

Areas of Expertise

E-commerce in China

IP in China

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Influencer Biographies

Web Smith

Founder and Editor, 2PML

Web Smith is the Founder and Editor of 2PML, a daily newsletter curating news on brands, data, and eCommerce. He also currently serves as the Director of eCommerce for Gear Patrol, a digital, social and print publication.

Web is also a serial entrepreneur, angel investor, and consultant based in Columbus, Ohio and New York. He co-founded Mizzen+Main in 2012 and worked to find a product market fit, voice, and cost-effective (pre Series A) approach to establishing Mizzen+Main's market leading position. Before Mizzen+Main, Web led marketing for Rogue, started and sold an online community for action sports fans. He's consulted over a dozen digitally native vertical brands. He's studied at Rice University and the University of St. Thomas.

Areas of Expertise

Retail Technology

E-commerce

Shopping Trends

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