

2014年,我们采访过的校友

Dialogue with CEOs

2014年,《TheLINK》杂志采访了多位中欧校友企业家,聆听了他们各自的创业故事。这些故事或静水深流,或跌宕起伏,共同的情节是对于梦想与创新的坚持;校友们对于传统文化的弘扬,对于国际化的追求,不约而同地应和了中欧的定位“全球广度,中国深度”,令我们深深感动,引以为豪。新的一年,我们期待更多校友走进《TheLINK》杂志,讲述他们的创业故事和管理心得,传播“认真、创新、追求卓越”的中欧精神。

Over the past 12 months CEIBS alumni entrepreneurs have shared their fascinating stories with *TheLINK*. In the months ahead, we look forward to more alumni telling us about their entrepreneurial journeys and management thinking, as they spread the CEIBS spirit of “conscientiousness, innovation and pursuit of excellence”. A look back at CEO Talk 2014:

方娟 Jane Fountain

全文参见2013年第六期第32页

More → page 32, Vol 6, 2013

方娟 (EMBA 2007) 浸淫于名表销售行业多年,是亨吉利世界名表中心董事总经理。在她的带领下,亨吉利修复沈阳市不可移动文物“原满洲中央银行千代田大楼”,将其建为美轮美奂的亨吉利沈阳·1928店。延续多年的“西艺·东韵”主题展览则致力于传播西方钟表的精巧技艺和东方文化的内在韵味。除此之外,方娟在营销和管理理论方面也颇有建树,她创立了“三层营销”理论、Key=BSC²管理理论等,并因此荣膺多个奖项。对于在中欧的学习,她感叹:“中欧赋予了我一种全新的生活方式,带领我走进了一个崭新的世界,一个学习的世界。”

Jane Fountain (EMBA 2007) took us on a tour of the fascinating world of premium timepieces. She is General Manager of Harmony World Watch Centre and a cultural connoisseur of fine watches.

Harmony distributes high-end watches from its more than 250 retail outlets across China. Its flagship store, located in Shenyang's historic Chiyoda Tower building which once served as the headquarters for the Manchurian Central Bank, is simply called Shenyang 1928. “We want to bring the culture of fine watch appreciation to China as well as encourage dialogue with the West about Chinese culture, philosophy and art,” explains Fountain. “Incorporating art and culture in an environment that brings together Chinese and Western culture is what sets Harmony apart from other watch companies. It is not just about business, or chasing a trend, it comes from our corporate values which show our appreciation for the art and craft of watch making.”





潘龙泉 Peter Longquan Pan

全文参见2014年第一期第38页
More → page 38, Vol 1, 2014

2013年,泉峰集团在一场全球收购战中击败了来自中、法、德等国的十几家公司,完成了对于百年德企Flex的收购。泉峰联合创始人、总裁潘龙泉(CEO 2008)正是这场收购的主导者。潘龙泉在二十多年前开始了创业征途,秉持着对品质的不懈追求,高瞻远瞩地及早开展全球化布局,目前泉峰集团业已迈入全球十强电动工具供应商之列。面对并购之后的文化融合问题,潘龙泉也显露出一位中国企业家的智慧和自信。对于中欧CEO课程的学习,潘龙泉说:“就读中欧是我第一次接受系统的商业训练,中欧是中国最好的商学院,将继续在全球发扬光大。”

In 2013, Chervon Group bested more than ten companies from China, France and Germany in its acquisition of Flex, a 100-year-old German company. Co-founder and President of Chervon Mr Pan Longquan (CEO 2008) was the mastermind behind this acquisition. The pursuit of quality has been a constant factor during Pan's two decades as a business man. He has long been committed to corporate globalisation and began making his move to expand abroad from the early days. Today Chervon is among the world's Top 10 electric tool providers. Thanks to Pan's leadership, commitment to quality and the company's clearly defined core strategy of "Born in China, Growing Globally", Chervon has expanded its business to 65 countries and its products are sold in more than 30,000 top chain stores. In 2013, it amassed more than \$400 million in revenue, making it one of the top 10 providers of power tools worldwide. Chervon has more than 5,000 employees around the world.

张蓓 Lucy Zhang

全文参见2014年第一期第46页

More → page 46, Vol 1, 2014

“花间堂”是张蓓(EMBA 2008)在中欧EMBA课程就读期间开展的创业项目。2009年,花间堂起始于一座“四合五天井”的纳西族古宅大院,张蓓克服了各种施工难题,将古宅修复,并以中西合璧的方式进行装饰,建立了她在丽江的第一家精品酒店“花间堂·植梦院”。时至今日,花间堂已在中国南方经营着十多家分店;在获得商业成功的同时,张蓓与她的同仁也以虔诚之心弘扬了中国传统建筑文化。在繁华都市中,花间堂所倡导的生活方式,犹如一缕裹挟花香的清风,滋润了忙碌的现代人的心田……

Blossom Hill Inn, a chain of culturally-rich boutique hotels, is the entrepreneurial project Lucy Zhang (EMBA 2008) started when she was studying at CEIBS. It all began in 2009, when an ancient Naxi (an ethnic minority in south western China) courtyard house with five skylights was transformed into a cosy spot. Zhang overcame a myriad of construction difficulties to renovate the ancient house, and decorated it in a style that blended Chinese and Western cultures, thus establishing her first premium hotel “Blossom Hill Inn’s Dream Flower Garden”. Now, Blossom Hill Inn has over ten branches in southern China. Along with commercial success, Zhang and her colleagues are dedicated to sharing traditional Chinese architectural culture with the rest of the world. In the hustle and bustle of modern cities, the lifestyle advocated by Blossom Hill Inn is like a light, fragrant breeze that softly envelopes each guest.



李启元 Bobby Lee



全文参见2014年第二期第36页

More → page 36, Vol 2, 2014

李启元(EMBA 2012)出生于非洲象牙海岸,就读于美国精英寄宿中学,毕业于斯坦福大学计算机系,而在中欧EMBA国际班求学的经历,帮助他实现了创业梦想。李启元一手创立的比特币中国(BTC China)是中国国内成立时间最久、交易量最高、市场流动性最强、用户基数最大的比特币交易平台。在这一年里,比特币中国经历了来自各方面的压力,走过了辉煌和低谷,但李启元始终心境平和、目光长远。这份底气源于他扎实的技术背景,对比特币的深刻了解,以及在中欧学到的理论知识。

Bobby Lee (EMBA 2012) was born in Cote d'Ivoire in Africa, studied at a prestigious US boarding high school, and graduated from Stanford University as a computer science major. Enrolling in CEIBS Global EMBA helped him realise his dream of being an entrepreneur. Lee single-handedly founded BTC China, the longest-running bitcoin exchange platform in China with the most users, largest volume of exchange, and the best market fluidity. Over the last year, BTC China has had a roller coaster ride because of the uncertainties within the global bitcoin industry. None of this has shaken Lee's resolve.



熊帆 Xiong Fan

熊帆(EMBA 2003)是中欧校友重庆分会的会长。在山河优美的重庆,他经营着自己的户外广告公司——重庆唐码传媒有限公司。他以“做最有价值的媒体供应商”为核心理念,力求通过公司为客户、员工和社会创造价值,是一位充满正能量的企业家。熊帆一直积极支持母校发展,他是2012年中欧“增华奖”获得者,并于2013年向中欧捐赠了价值2500万元人民币的媒体资源,助力中欧在西南地区推广品牌。熊帆表示,期望自己的捐赠能起到抛砖引玉的作用,让每位校友都在力所能及的范围内将自己的行业资源贡献给母校,让中欧融合更多校友手中的资源,发展得更加强大、更加稳健。

Xiong Fan (EMBA 2003) runs his outdoor-advertising company – TOM (Chongqing) Outdoor Media Group – in beautiful Chongqing. His company is built on his determination “To Be a Media Provider with the Greatest Value”. That way he creates value for customers, employees and the wider society. Fan, who is also Director of CEIBS Alumni Association Chongqing Chapter and the recipient of the CEIBS EMBA Golden Torch Award in 2012, donated RMB25 million worth of media resources to the school in 2013. His goal: to help promote the CEIBS brand in south western China and set an example for other alumni to tap into their industry resources in order to help their alma mater.

全文参见2014年第三期第46页

More → page 46, Vol 3, 2014



汪妹玲 Wang Meiling

汪妹玲(EMBA 2006)是一位成功的女企业家,她曾经连续三年担任苏州青年商会会长;作为新博集团董事长,旗下拥有博思堂、博济堂等多家企业,业务的触角涉及与地产营销、产业服务相关的方方面面。2012年,她创立了中国国内首家全民地产营销平台——好屋中国。在两年时间内,好屋中国以苏州和上海为中心,进入了中国40个省会及一线城市,开辟了加、澳、美、英4个海外市场。汪妹玲一直崇尚用稻盛和夫的理念建设企业的文化体系,相信商业伦理对于企业和社会发展的价值。不久前,好屋中国又推出了一款社区应用“考拉社区”,有业内人士分析,“作为一个具备独特商业模式、持续创新能力,并且同时拥有线下专业服务能力和线上规模化扩张能力的优秀企业,好屋中国抢滩社区应用市场,无疑是值得期待的。”

Wang Meiling (EMBA 2006) is a successful entrepreneur whose business initiatives span various fields related to real estate marketing and industry services. Her peers recognised her efforts by making her President of the Business Association of Suzhou Youth for three consecutive sessions and Chairwoman of Xinbo Group. In 2012, she founded haowu.com, China's first real estate marketing platform. It took just two years for haowu.com to gain a foothold in 40 provincial capitals and first-tier cities in China, with Suzhou and Shanghai as its dual headquarters. It also has a global footprint, with locations in Canada, Australia, the US and Canada. In formulating her company's corporate culture, Wang has been an advocate of Kazuo Inamori's philosophy and she believes that ethics are invaluable for corporate and social development. After haowu.com released a community App called "Koala Community", industry experts cited it as a company to watch because of its unique business model and aptitude for sustainable innovation, complemented by its offline professional services and online expansion.

全文参见2014年第三期第52页

More → Page 52, Vol 3, 2014



张思路 Zhang Silu

张思路(EMBA 2007)事业的转型与中欧息息相关。在着手进军戏剧教育行业时,他刚开始在中欧学习,中欧帮助他梳理了创业经验,给了他系统化、理论化的商业训练,改变了他的思维方式和对创业模式的构想。偶然的契机让他决心将海伦·奥格雷迪国际戏剧学校(Helen O'Grady Drama Academy)引入中国,创立少儿英语戏剧培训机构“卓美教育”。从高科技行业到教育行业,谈及这次创业的初衷,张思路表示,“长久以来,我们中国人喜欢将素质教育等同于艺术教育,其实不尽然。卓美的教育理念,是让孩子们通过戏剧学习变得更加自信,拥有良好的沟通技巧、充沛的想象力和创造力,让他们在未来更加懂得把握自己,做自己的人生导演。”



全文参见2014年第四期第52页

More → Page 52, Vol 4, 2014

张强 Zhang Qiang

张强(EMBA 2002)是中国互联网领域的先行者。1997年,他参与创办了名噪一时的门户网站“上海热线”,他也是在美国上市的游戏网站“第九城市”的创始人之一。在移动互联网时代,他敏锐地觉察到声音这种媒介能够发挥出优势,于是在2011年10月创办了蜻蜓.FM。经过三年的发展,目前蜻蜓.FM已在国内同类市场上处于领先地位。张强在采访中道出了制作一个好的APP的经验之谈,“要遵循几个要点,即操作简单、极致体验、个性化和社交化,为此要不断地在界面上做减法,使之简洁;在内容上做加法,使之丰富。”完善的商业计划也让蜻蜓.FM作为校友创业项目赢得了“中欧成为创业基金”的投资。

Zhang Qiang (CEIBS EMBA 2002) is no stranger to success in the Internet Age. In 1997 he was among the co-founders of online.sh.cn, one of China's first websites to offer news and local services, then went on to found the gaming site the9.com; both listed in the US on the Nasdaq stock exchange. He then turned his attention to developing a Chinese audio streaming service, and it seems that his skill at creating successful start-ups has produced yet another winner.

Launched in October 2011, Qingting.fm provides a platform that pulls together a wide variety of audio content from around the world, including broadcasts from more than 3,000 radio stations, audio books, magazines and newspapers, as well as some original programming. Besides making its App available on multiple digital devices, the company is now working with leading automakers to take its service into passenger cars.

The company says it currently has 80 million users, making Qingting.fm China's largest audio streaming platform. It also caught the attention of the CEIBS-Chengwei Venture Capital Fund which helps CEIBS students and alumni with early-stage start-up companies to raise funds.



全文参见2014年第四期第48页

More → page 48, Vol 4, 2014

Zhang Silu (EMBA 2007) benefited a lot from CEIBS when he made his career switch from high tech to the business of education. He launched DreaMaker in 2010, an English-language drama training centre for children aged 4 to 18. “DreaMaker's philosophy on education is to make children more confident through the learning of drama; and they should have good communication skills, boundless imagination and ample creativity. We are an agency that teaches English, but our courses are designed to help children become the directors of their own lives by teaching them how to know and conduct themselves better in the future,” says Zhang.

He credits CEIBS with providing him with the skills needed to start his business which he began planning just as he was starting his EMBA. “The lessons I learned in class helped me sort out my entrepreneurial experience, gave me systematic and theoretical training in business matters, and changed my way of thinking and planning from an entrepreneurial perspective,” he says.