

# 寻迹未来商业领袖

## Future Business Leaders Leaving their Mark

2014年，我们在一些过目难忘的访谈文章中读到了中欧MBA学生的多样性。以下是文章节选：

**The diversity of CEIBS' student body gave us unforgettable articles in 2014. Here are a few excerpts:-**



**李仲源**  
**Li Zhongyuan**  
**MBA 2015**

多元  
*Diversity*



全文参见 2014 年第二期第 30 页  
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当李仲源和他的家人带着对美好生活的希冀告别广东老家，漂洋过海来到加勒比海圣马丁小岛荷属地区时，他不过八岁，翻天覆地的变化让这个小男孩惊慌失措。

在圣马丁度过十年时光之后，李仲源动身前往荷兰格罗宁根完成本科学业，后来又在英国华威大学获得硕士学位。毕业之后，他加入了荷兰国际霸菱位于伦敦的投资银行；五年后，他携妻儿搬到香港，供职于一家上市的美商精品投行——吉非-布鲁耶特-伍兹银行（KBW），并于一年后被提拔为副总裁。2012年下半年，他与公司常务董事及另一位同事共同在香港创办了亚洲资本咨询公司，为跨界并购提供咨询服务。2013年，他再次转身成为了中欧 MBA 学生。

2013年7月15日，李仲源作为2013级MBA学生代表踏上了中欧石化厅舞台，那个时刻标志着他全新的起点。“在外国生活了那么久，我对中国和中国人做生意的方式都不够了解。正如一些人所谈，我还不够‘接地气’，我正在努力‘本土化’，努力变得更像一个真正的中国人。”

When he was just eight years old, Li Zhongyuan and his family left their home in China's Guangdong Province and arrived on the tiny French-Dutch island of Saint Martin in the Caribbean, with hopes of building a better life. He was totally overwhelmed by his new environment.

After 10 years in the island's Dutch section, St Maarten, Li moved to Groningen, in the Netherlands, for his undergraduate studies. He then attended the University of Warwick in the UK, where he earned his master's degree. After graduation, in 2006 he joined investment bank ING Barings in London; five years later he and his family moved to Hong Kong, where he joined a listed US boutique investment bank – Keefe, Bruyette &

Woods – and was promoted to vice president a year later. In late 2012, he and his ex-managing director and another colleague set up Asian Capital Advisors, a cross-border M&A advisory company based in Hong Kong. He enrolled in the CEIBS MBA Programme in 2013.

When Li stepped onto the stage of the Shanghai Petrochemical Auditorium at CEIBS on July 15, 2013 as the representative of the MBA 2013 cohort, it marked another fresh start for him. “Living abroad for so long, my understanding of China and the Chinese way of doing business is very limited. As some would put it, I am not sufficiently ‘close to the people’ (jie diqi),” he says. “I am trying to be more like a local Chinese.”



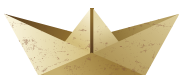
魏杰

**Vijay Nadipineni**  
**MBA 2014**

## 执着 Persistence

一直以来，魏杰的目标都是工作三年后读 MBA，但他足足花了 13 年才实现了自己的梦想。在非洲待了五年后，这位印度小伙子来到英国，期待开始学习。但他很快意识到现有的经历并不足以保证他进入顶尖大学，他的计划搁浅了。在格林威治大学管理学院取得硕士学位后，他开始在博尔顿担任一家餐厅的经理，后来又和前上司创办了一家名为 Flavours（味道）的风味餐厅。好景不长，2008 年的金融危机让餐厅生意备受打击，在挽救的过程中，读 MBA 的念头再次浮现在魏杰的脑海。为了丰富自己的简历，他结束了餐厅生意，在肯德基主要特许经营商——Queensway 集团谋得了职位。纵然有接踵而来的压力与挑战，魏杰依然成功带领餐厅连续三次达标，并且以优异的表现被公司授予“冠军俱乐部奖”。

在大大小小的公司中，魏杰当过创业者，也当过员工，这些都让他受益匪浅。后来他继续奋战，考过了 GMAT 并开始申请 MBA 项目。作为一个远离祖国数十年的印度人，他希望能借机回国，他的第一选择自然是全印最好的商学院——印度商学院。第一年他败北了，第二年他选择前往伦敦商学院参加 MBA 巡展，希望能与印度商学院招生人员面谈。但他却被同样出席巡展的一所中国商学院深深吸引，那就是中欧国际工商学院。



全文参见 2014 年第三期第 36 页  
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Vijay Nadipineni's goal had always been to do an MBA after working for three years. In fact it took him 13 years to fulfil his dream. After five years in Africa, the India native flew to the UK, eager to begin studying. It was only then that he realised he didn't have enough experience to get into the top universities. He had to change his plan. He did a postgraduate diploma at Greenwich School of Management, then later worked as a restaurant manager in Bolton. He later joined his former boss to open a modest specialty restaurant. They called it Flavours. But the recession of 2008 took its toll on the business. Struggling to keep the company afloat, Vijay remembered his original idea of doing an MBA. But he still felt that his CV wasn't impressive enough. He landed a job at Queensway Hospitality, a lead franchisee for KFC, and he left Flavours. This was a huge change from managing specialty restaurants to the fast food industry. Despite the

stress and constant challenges, Vijay led the restaurant to meet operational standards three consecutive times, and received the "Champions Club Award" for his overall accomplishments.

This was in November 2011, eight years after he had first arrived in the UK.

He had gained a lot of experience as an entrepreneur, as well as an employee at both small and large organisations. Next he conquered the GMAT and began applying to MBA programmes. As an Indian who had lived abroad for more than a decade, he wished he could go back to his homeland, and his first choice then was the best business school in the country – India School of Business (ISB). He failed the recruitment interview the first year, and the next year he drove to London to attend MBA fairs, hoping to talk to ISB recruiters. However, this time he was fascinated by a business school located in China – CEIBS.



南君白  
Felicia Nan  
MBA 2015

她曾经从美国飞到台湾，只为追寻音乐梦想，她的粉丝们亲切地称她为“冒险女王”。如今这段逐梦之旅已然落下帷幕，而她的冒险生涯仍在继续。今天，作为中欧国际工商学院的 MBA 学生，她正胸有成竹，准备迎接商业世界向她发起的每一项挑战。

7 月，当《TheLINK》杂志采访南君白时，她正在全球著名金融机构瑞银集团位于香港的办公室实习。在那里的每一天，她清晨 7 点 20 分准时到达办公室，一直工作到深夜



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## 冒险 Adventure

才离开，但她对此毫无怨言——她拥抱这次挑战，将其视作一次全新的历险和学习的良机。

“毕业以后，我想换行到金融业。但我并没有学过金融，所以知道自己一定要努力。”现年 28 岁的南君白说。这次实习，连同她在中欧 MBA 课程的学习与她能广泛接触到的中欧校友网络，都将为她的职业转换增加筹码。那些了解她的人并不会觉得意外，多年来，南君白从来不曾让恐惧阻挡她前进的步伐。

Felicia Nan's fans gave her the name "Adventure Queen" when she moved from the US to Taiwan to follow her dream of being a singer. That dream ended but her adventure continues. Today, with a CEIBS MBA under her belt, she is ready for anything the world of business throws at her.

When *TheLINK* caught up with her in July, she was capping off her CEIBS study with an internship at a downtown Hong Kong office of the prestigious global financing firm UBS. Her days typically begin at 7:20am and she works late into the evening. But she doesn't mind;

she embraces this challenge as a new adventure and an opportunity to learn.

"I want to shift to the finance industry after graduation, but I know I have to work hard because I didn't come from a finance background," says 28-year old Nan. The internship, along with the classes she did during her MBA, and CEIBS' extensive alumni network that she can tap into, are all part of her plan to make her career switch. Those who know her are not surprised. Over the years, Nan hasn't let fear of change hold her back.



**郭志雷**  
**Guo Zhilei**  
**MBA 2016**

拯救生命的热情让郭志雷走上从医之路，成为了一名训练有素的神经外科医生。后来，他期待迎接商业世界的全新挑战，因此申请了耶鲁和中欧的 MBA 课程。两所学校都给他发了录取函，但从长远的角度考虑，他选择了中欧国际工商学院。

在中欧的第一个月，他和蔡江南教授组织了一个论坛，邀请数位业界知名医生和创业者共同探讨医疗领域的发展、改革和创业问题。这次活动吸引了许多 EMBA 与 MBA 校友前来聆听，赢得了一致赞誉。“你总是要自己去抓机遇。学习是很重要的，但我也必须学会利用这个平台和它所提供的人脉资源，对我来说，这些都很重要。”

郭志雷打算毕业后依然留在医疗健康行业，因为这是个充满机遇的领域，也因为自己对它的认知可谓精深。然而在具体职能上，他更希望未来能将目光转向医疗投资领域。他已经联系了相关领域人士，或许能为他明年的实习提供机会。

Guo Zhilei's passion to save lives led him to the field of medicine where he made a name for himself as a skilled neurosurgeon; but now he wants a new challenge – the world of business. So he's enrolled in the MBA programme. The CEIBS MBA programme to be more specific. He turned down an offer from Yale.

During his first month at CEIBS, he organised an event with Professor John Cai to explore healthcare reform, the development of the health industry, and entrepreneurship in the healthcare sector. He invited many renowned doctors and senior executives in the industry to share their views. There was a large turnout among EMBA and MBA alumni. "You often have to seize opportunities yourself. Learning is very important, but one should also take advantage of this platform and the network it provides, this is very important to me," Zhilei says.

He plans to remain in the healthcare industry, as it offers many opportunities and is something he knows well. However he wants to shift his focus towards private equity and venture capital. He's already made contacts that may help him land at least one internship this summer.

专注  
*Focused*



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