



MAGGIE CHUANG 莊曉黎

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PROFESSIONAL SUMMARY

Transformational business leader with 20+ years of experience driving profitable growth, international expansion, and organizational change across multiple industries. Expert in transition and generational leadership handovers, new market development, and restructuring for efficiency. Skilled at aligning teams and strategies to deliver sustainable results. Certified Lean Six Sigma Black Belt with expertise in strategy, marketing, and operational excellence. Currently strengthening ESG leadership expertise through full-time executive training at NCKU, covering ISO 14064, ISO 14067, ISO 50001, and GRI.

CORE COMPETENCIES

- Executive Leadership & Strategy
- Transition & Change Management
- Generational Leadership Handover
- International Market Development
- Business Model Innovation
- Organizational Restructuring & Efficiency
- ESG & Sustainability Reporting (ISO 14064, ISO 14067, ISO 50001, GRI)
- Supply Chain & Operations Optimization
- Sales, Marketing & Brand Strategy

EDUCATION & CERTIFICATION

MBA, University of Southern Queensland

Executive MBA, National Taiwan University

Management (Marketing), University of California, Riverside
Electronic Engineering (computing), St. John's & St. Mary's Institute of Technology
Certified Lean Six Sigma Black Belt
ESG Carbon Management and Sustainability Strategy Training, National Cheng Kung University
– ISO 14064, ISO 14067, ISO 50001, GRI

SELECTED ACHIEVEMENTS

- As CEO at Raider Electric: expanded into European markets, rebranded organization, and achieved +150% YoY eBusiness growth while facilitating smooth leadership transition.
- At Signify Taiwan: revived dormant accounts, achieving +374% YoY growth (sell-in) and +104% (sell-out).
- At Test Rite Group: founded new business unit, achieving profitability in year one, 50% sales growth, and 110% margin improvement.
- At APO International: reorganized operations, established US subsidiary, and increased sales revenue from US\$20M to 27M.
- At Philips Taiwan: executed Lean Six Sigma Black Belt projects delivering 88% sales growth and new business models with double-digit expansion.

RELEVANT WORK EXPERIENCE

Raider Electric Corporation

Sep, 2022 ~ Sep, 2024

Chief Executive Officer

TASKS AND RESPONSIBILITIES

- Responsible for the company's profits and losses.
- Defining and executing company goals, direction and strategies.
- Developing new business and new markets (channels), both domestic and international.
- Strengthening and expanding logistics and supply chain, improving the production management system, updating and reviewing internal processes.
- Re-branding the corporate identity, core values, visual style and marketing materials.
- Leading the development team in creating new products.
- Facilitating generational leadership transition by training and educating the management team.

KEY ACHIEVEMENTS

- Developed new markets in Europe for B2C LED products by securing distributors and retailers.

- Strengthened online sales by developing new platforms and new online sales channels.
- Shortened the value chain and increased product margins by engaging 200 new outlets from three distributors.
- Grow of eBusiness YoY +150% sales by increasing brand awareness of the in-house B2C brand Dr. Bright.
- Successful handover of key functions to second-generation to ensure business continuity and future growth.

Accomplished 3-year contract task, set up the continue 3-year product strategies and business plan for the management team.

Signify Taiwan Ltd.

Mar, 2020 ~ Nov, 2020

Consumer Channel Lead

TASKS AND RESPONSIBILITIES

- Responsible leader for consumer business P&L.
- Managing retail channel sales, marketing, and product development teams.
- Developing new opportunities for incremental growth through new business models.

KEY ACHIEVEMENTS

- Restarted idle or inactive key accounts.
- Established significant growth: YOY +374% (sell-in), YOY +104% (sell-out).
- Expanded eBusiness YoY +100% sales, and YoY +208% of sell out.

Accomplished short term milestone tasks, handover to next successor, ensure the change of way of working is conform for the team, pursuit personal goal.

APO International Corp. (Taiwan, USA)

Mar, 2018 ~ Jan, 2020

Vice-President and Business Unit Leader (Lighting, Sales and Marketing, New Business)

General Manager of US subsidiary

TASKS AND RESPONSIBILITIES

- Responsible for consumer business P&L, product development, sales and marketing.
- Managing retail channels.
- Supervising 58 subordinates, reported directly to the CEO.
- product development, sales and marketing.
- Developing a new business model for entering the battery market: product strategy, brand positioning and channels from upstream to downstream.

- Secure investments and explore new opportunities for growth.

KEY ACHIEVEMENTS

- Re-organized the over-extended organization to drastically improve cost-effectiveness without sacrificing sales and quality.
- Downsized the Taiwan branch from 30 to 5 staff.
- Established and manage US subsidiary, established the business structure and pipeline, which increased overseas business from US\$20M to 27M.

Accomplished set up the US subsidiary and EU market channel structure, moved back to Taiwan for next milestone.

Test Rite Group

Sep, 2015 ~ Mar, 2018

Associated Vice President & Strategic Head of LED Lighting Business Unit

TASKS AND RESPONSIBILITIES

- Developing and creating new business opportunities for the newly established lighting business unit.
- Responsible for consumer business P&L, product development, sales and marketing
- Chief Grow and Change manager: leading special project to improve and adapt existing businesses, reporting to the CEO and Chairman directly.
- Optimizing SOP and Operations.
- Leading the Lighting Business Unit, with full responsibility for the P&L of Testrite's lighting business.
- Reporting directly to CEO, strategic lead for lighting relevant business of whole group

KEY ACHIEVEMENTS

- Established Lighting Business Unit in June of 2016, achieved break-even the same year, surpassed 2017 goals
- Created and developed new business models for the lighting category which achieved a sales growth of 50%, 110% margin dollar growth and 70% brand share.
- Incremental sales to outside customers (online, traditional channel, other retail channels) from 0 to 20M in the first half year.
- Built a new purchasing model and vender pool to increase cost-effectiveness and managed a reduction of at least 30% BOM of the production cost.

Achieved several major strategic projects and targets, presented 5-year business direction and outline, proposed successor for CEO

Everlight Lighting Ltd.**Mar, 2013 ~ Nov, 2014**

Director of Sales & Marketing

TASKS AND RESPONSIBILITIES

- Leading and managing the sales and marketing team (which included category marketing, channel marketing, and project marketing)
- Developed business plans and led the teams in accomplishing and executing "Go-To-Market" plans for target markets.
- Delivering the business goals in terms of sales targets and LED lighting business objectives.
- Engaging and managing key accounts in both traditional (local stores) and modern retail markets (B&Q, Carrefour).
- Established product portfolio in close collaboration with RD and sourcing teams.

KEY ACHIEVEMENTS

- Set up a brand-new sales network with nationwide key distributors island (major modern retail chain stores, such as, Carrefour, TLW, Ikea, PX Mart, RT, Costco..., and approx. 300 traditional retail outlets), that doubled the business for consumer lighting.
- Created a trial program of multipack range that sold 300,000 units in two months at only TLW retail stores, roll out to island wide various stores after that.
- Developed a new business model for convenience stores to achieve an incremental sales result of over \$20M. With OEM/ODM lighting products.

Chicony Power Technology Ltd., Co.**Nov, 2011 ~ Jan, 2013**

*Director of Sales & Marketing, LED business, USA and APAC(promoted Since 2012)**Senior Manager of New Business Development*

TASKS AND RESPONSIBILITIES

- Establishing the business model, organization process and operational structure for the first stage of a newly established LED Business Unit.
- Developing an international business plan for strategic territories in Asia and North America.
- Responsible for achieving business goals, sales targets and business objectives.
- Engaging and managing key global accounts

KEY ACHIEVEMENTS

Created several new global accounts, and successfully brought in three major brands in the USA market: GE, Cooper, and Philips (OEM/ ODM)

Senior Channel Marketing Manager (promoted since 2008)

Business Management for Professional and Consumer

Black Belt & Business Excellence Manager (2007)

KEY ACHIEVEMENTS BLACK BELT

- First Black Belt project: Achieved growth of 88% sales revenue of T5 TR luminaries, increased market share by 30% in traditional markets in Taiwan in less than 6 months. Successfully extended sales approach from light source only (bulb) to whole set (light fixture).
- Second Black Belt project: Established an effective business model for project business (with focus on government procurement projects). Build up a spec-in mechanism and turnkey approach for project channels in less than 6 months, and successfully improved the business case resulting in double-digit growth. Successfully changed the business model from application provider to turnkey approach (TP&S)

KEY ACHIEVEMENTS CHANNEL MARKETING

- Strengthened brand share by 35% and, win T5 lamps 80% market share in traditional retail market.
- Led the team of internal and external sales reps transform the business scenario from indirect sales to a direct approach, move sell-in focus to sell through and sell out, and successfully achieved the business targets, as well as recovering and strengthening our bargaining position with distributors and dealers.
- Contributed to \$11M sales order from a single one-time downstream event, by creating a new attractive package sale deal.
- Engaged with the top 20 downstream key accounts to achieve more than 88% sales turnover.

ED&D PR Manager (promoted since 2006)

Group Leader, Channel Sales and Marketing Team (2005)

KEY ACHIEVEMENTS

- Created a powerful and effective launch strategy for the top-ranking Xbox game "Gears of War" in Taiwan.
- Launched successful media campaign for the game "Blue Dragon", with more than 120 media coverages of the the first sale and launch event, including 10 major game magazines and 5 related gaming programs, and interview with the creator Hironobu Sakaguchi during his Asia tour and press conference.
- Directed the Xbox 360 channel launch, which included installing 350 console kiosks at 230 various retail outlets in Taiwan within one month.

Logitech FE., Ltd. Sep, 1999 ~ May 2005

Senior MarCom & Channel Marketing Manager for North Asia and Taiwan (promoted since 2003)

Senior MarCom for North Asia (promoted since 2002)

MarCom Manager for North Asia (promoted since 2000)

MarCom Specialist for North Asia (1999)

KEY ACHIEVEMENTS

- Successfully introduced first Logitech Korean keyboard and mouse into the Korean market
- Successfully introduced the Millennium cordless series and Laser mouse into the Taiwan market

