



Alan Yeung

Branding | Product Dev. | Marketing



Professional Summary

I'm an experienced brand and marketing director with a extensive history of working in the marketing and advertising industry. Skilled in Developing Brands with experience managing projects involving Product Development, Product Design and Manufacturing in Asia. Supported with 20+ years Product Marketing through Strategy, Planning, Web Development, Packaging Design and Production. Managed Global Product Launches and Integrated Marketing Campaigns in the PC Gaming Hardware and Consumer Electronics Market (US, Brazil, Asia and Europe.)

I've spent the last three years consulting with high potential start-up companies to redefine their brand position and brand messaging. I've done this from an outside consultancy position, as well as their Marketing Director, publicly representing their brand with their business partners and manufacturing vendors.

I love contributing my knowledge, skills and experience to make a difference to new and/or growing business to take them to the next level.



Work History

2014-09 -
Current

Brand Strategist / Co-Founder

ANCG, Inc., Irvine, CA

As co-founder and partner to this small but very capable team. I'm personally involved in nearly all aspect of this consultancy. My areas of strengths are in developing brand strategies that support business and sales objectives. Refinement of business or departmental framework and optimizing or establishing processes. My role to my clients varies from client-to-client, project-to-project. I prefer to stay strategic and high-level. Executing plans by managing, building and training my client's team. However, based on my experience at my previous employment, I'm able to effectively contribute in the development of assets as well.



Personal Info

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Skills

Brand development



Marketing and advertising



Product development



Staff management



Budgeting and Allocation ☐



Market positioning



Strategic planning



Project management



Process development



The following is a short list of my achievements at ANCG, Inc.

Specific:

- Developed, Launched and Operating Fotobit, a modular, wall mounted, wall art frames. Crowd-funded its first production run through Kickstarter.
- Successfully launched through Indigogo, Renogy's Lycan Solar- Powered Generator. The world's first generator with Interchangeable Lithium Ion batteries.
- Helped Renogy open to a new and growing "Disaster Preparedness" market
- 1yr as Marketing Director for Renogy with the task of building and managing their "in house" marketing dept.

General:

- Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings.
- Developed innovative and targeted collateral to support overall branding objectives.
- Established, initiated and optimized business development strategies based on company targets, product specifications, market data and budget factors.
- Consulted with product development teams to enhance products based on customer data.
- Developed creative sales tools, including presentations, trend reports, kitted assets, and product data sheets.

Sr. Partner; VP; Client Services Director

CRISP.YHKG (now Known As CRISPx), Newport Beach, CA

In 1994, I was hired as a graphic and apparel production assistant to support the marketing and apparel production of a snowboard apparel company based in Japan but designed and produced in the USA.. In 1997, the Japanese economic bubble busts, our lead designer moves on. By 1998, I was made partner by the founder and owner, Tony Crisp. For this, I was now responsible to support the turn-around of the company. Tony lead the march for Biz Dev and the initial strategy of the client/projects and I was responsible for everything after that. Our focus on domestic corporate clients, lead us to what would be our niche, Enthusiast Gaming and Consumer Electronics. As we grew in staff, I elevated my role, step-by-step. I've spent at least one year in the following positions.

- (1) Production Designer/Production Manager
- (2) Sr. Designer

Process optimization



Client communication



Client presentations



Market research



Social media management



Interviewing



Adobe Creative Suite



Microsoft Office Suite



Google Suite



Final Cut Pro



 Languages

Chinese: Mandarin



Chinese: Cantonese



1994-08 -
2014-08

- (3) Project Manager
- (4) Art Director
- (5) Account Manager
- (6) Product Design Mgr / Product Development Mgr
- (7) Press Relations
- (8) Brand Strategist
- (9) Client Services Director

I believe that having the opportunity to contribute to all the various roles and managing a wide range of clients in different industries distilled in me my core strengths.

Communication and Problem Solving.

At CRISP.YHKG, I'm proud of the following achievements.

Specific:

- Developed and managed 12 person creative team for 6-10 concurrent clients.
- (2) Computex Product Design Awards (XFX, AViiQ).
- 2008 Addy Award for Best Online Brand/Product (Marketing. Client XFX Campaign: Secret Weapon)
http://bit.ly/XFX_Secret_Weapon
- Acquisition of Client: OneService, An High Value Insurance and shipping Brokerage Company by G4S International
- Aided XFX negatively perceived cross-over from their successful technical partner, Nvidia to AMD/Radeon through social media and viral videos.
- Created from concept to market an Innovative mobile accessories brand named "AViiQ" and negotiated its sale to Parent Company of XFX.
- Partnered with CyberPower a high traffic PC Gaming Hardware eTailer to design and develop their Console Gaming brand and products named SyberGaming.

General:

- Negotiated agreements between employees to clarify misunderstood directions and resolve conflicts affecting performance.
- Monitored social media and online sources for industry trends.
- Developed team communications and information for Client/Team/Vendor meetings.



Education

Business Management

UCLA School of Management - Los Angeles, CA

The **MDE Certificate Program** enables entrepreneurs to develop essential management skills, strengthen their ability to build and manage effective and profitable organizations, and access the UCLA Anderson MDE

2004-08 -
2005-05

network. In the program, you are participating in "Mini MBA" courses. Highlighting and applying all the key factors in accessing the health and potential of a business. You are paired with one of "Fellows" already in Anderson's full MBA program to develop and complete a "BIP" (Business Improvement Plan). A real company with real challenges is used as your final project, with expectations to execute the plan after you've completed the program. I focused on CRISP.YHKG. The result was a 5x growth in revenue within 2yrs.

1998-09 -
2002-06

Associate of Arts: Business Communications

California State University, Fullerton - Fullerton, CA



Interests

Photography: Fashion / Events

Video Production / Editing

Music Production

MotoGP Fan / Auto Cross Performance Driving Instructor