



***Paul W.S. Lee***  
***GKE, Director of Business Development***

Paul W.S. Lee is the Director of Business Development at GKE USA and its allied corporation, COMWEB Technology Group USA. Additionally, Paul Lee is involved in the GKE Foundation's on-going development of international programs and fundraising. Paul Lee has extensive experience in the development of educational programs and in Sino-American business partnerships.

Paul Lee has developed management education programs in the United States and abroad. Paul Lee created executive education programs for Robert H. Smith School of Business at the University of Maryland, including a series of executive seminars on the Chinese automotive industry, an advanced portfolio management course for Merrill Lynch, and a global e-business certificate for AMS consultants. Additionally, he built the Sino-American Institute of Applied Management, a private management college based in Shenzhen, China, delivering customized corporate training programs and collaborative university certification programs. He has served as President of the Shenzhen Overseas Chinese Preparatory School, that has received media attention from *The Economist*, *The Financial Times*, *Far East Economic Review*, and other widely-circulated publications.

Mr. Lee has facilitated numerous, multinational corporations seeking to do business in China. He collaborated with the Wal-Mart Corporation to deliver a seminar on Chinese Retail Management, led 41 Finnish executives on a business investigation and trade development mission, and conducted an 18 month program for supervisors of multinational corporations in partnership with the Henley Management College of the UK. Mr. Lee's expertise in management also won him a contract to provide a customized marketing executive training program for the Shenzhen China Bicycle Company, the world's largest bicycle manufacturer by sales.

In addition to educational program development, Mr. Lee has been highly successful in re-engineering sales and distribution systems. While at American President Lines Shipping Company in Hong Kong, he revamped the sales team process and established an account-based management system representing \$200M in annual revenue. While at H.J. Heinz in Guangzhou, China, he led marketing, sales, and distribution research campaigns for Heinz's operations in China and aligned local practices to company-wide standards.

Mr. Lee received his MBA from Georgetown University and a BS in Engineering from the University of Maryland. He has taken course work in University of Maryland's Executive Program in E-commerce in the areas of technology, business models, strategies and work process transformation. Mr. Lee is fluent in Mandarin and Cantonese.