

XINWEI LIU's Résumé



Name: Xinwei Liu
Gender: Female
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20+ years' international working experiences (15 years in Denmark and UK) in developing and executing business growth strategy; successfully led profitability improvement project in a matrix sales organization in EMEA (Europe, Middle East & Africa); successfully led China sales & marketing team to turn business around and generated significant growth while meeting profitability target.

Has worked with some well known Danish companies, such as Vestas, Danfoss, Novozymes; one fortune 100 American company. Currently working as Head of China / Vice President of Arla Foods, leading a business of RMB 1billion in revenue.

Xinwei has two bachelors from University of Southern Denmark; an Executive MBA from London Business School. She speaks fluent English, Danish and Mandarin.

Letter of Nomination

Dear DCCC,

It's great pleasure to join DCCC as a board member.

My main purpose is to contribute to further development and collaboration between Danish and Chinese business; join the networks and share experiences with business partners and new associates; contribute to make the Danish community an attractive and meaningful organization in China, so that it further enhances the mutual understanding and friendship of both cultures.