

H. David Petersson



Highlights

- 20 years in China
- MBA (Awarded Dean's Commendation)
- Fluent in Chinese Mandarin
- Manufacturing management base
- Managed green-field startups
- International project management
- Managed 200+ people

Employment Objective

With a recently completed MBA in Melbourne, Australia, I'm now back in Shanghai where I have been busy developing an iPhone flashcard app for students of Chinese Mandarin.

While this has been a rewarding experience, my passion lies in manufacturing management and my objective is to advance my career in this area.

I aim at a General Manager role assisting a manufacturing based foreign invested company to achieve growth, profitability and overall success in China.

Professional Experience

Founder/Owner

Shanghai, China 2/2011-present

iHanzi - an iOS based flashcard application that allows students of Chinese Mandarin to enhance their Chinese character recognition, pronunciation and meaning.

- Conceptualized idea and developed a business plan
- Hired and managed contractors for design and development
- Developed vocabulary lists with close to 20,000 entries

Factory Manager

Shanghai, China 6/2007-5/2009

DeLaval China - a global provider of dairy processing equipment and services. Part of the TetraLaval group.

Reported to Global Manufacturing Director. Responsible for up to 40 people with 5 direct reports (Warehouse, Planning, Production and Q.A. managers). CNY 10m budget.

Responsibilities included establishment of China factory and subsequent operational and budget responsibility.

- Managed the startup of production in China for domestic and export use including the localization and technology transfer of vacuum pump assembly and testing
- Lean Manufacturing productivity improvement resulting in cycle time reduction from 336 to 92 min/unit
- Integrated ERP modules in factory and warehouse
- Planned for production ramp-up/down including supplier deliveries, human resources, physical space and capital investments
- Successful ISO 9000/14000/EH&S implementation and compliance

General Manager

Shanghai, China 6/2005-5/2007

EastGate Technologies - a privately invested start-up company providing high-tech equipment to Siemens. Main processes include laser-cut sheet metal, precision-machined parts fabrication and assemblies.

Reported to Chairman and Director. Responsible for up to 60 people with 5 direct reports (Finance, Production, Purchasing, Engineering & Q.A. managers). CNY 10m P/L.

Responsibilities included company establishment, systems and processes setup and subsequent day-to-day company operation.

- Identification of required machinery and equipment supplier negotiations
- Site selection, WOFE company registration, technology acquisition, senior management hiring and office/factory fit-out
- Effectively established production processes and related documentation resulting in Siemens Supplier Qualification Audit approval
- Developed and cascaded the company's strategy and mission to personnel and implement appropriate rewards and recognitions as well as personnel development and training programs which effectively aligned personnel with the company's goals
- Evaluated make vs. buy scenarios to meet planned capacity requirements and

- cost target during startup and growth stages
- Developed local customer base

Time off / Honeymoon 2/2005-5/2005

Operations Manager *Shanghai & Jushan, China 10/2001-1/2005*

Geberit Plumbing Technology - a leading Swiss provider of construction related products. Main processes involved mass-production of plastic injection components and assemblies coupled with global supply chain management.

Reported to CEO China. Responsible for up to 230 people with 6 direct reports (Purchasing, Engineering, Production x2, Logistics/Warehouse & ERP Systems Administrator). CNY 70m budget.

Responsible for two production locations including several cross-departmental and cross-country project management roles such as ERP and ISO9000 implementation and product localization projects during a time of rapid growth.

- Productivity improvement by 50% on select product lines resulting in annual standard cost reduction by >5%
- Successfully implemented and achieved ISO 9000:2000 certification
- Implemented forecast systems to improve inventory levels and lead-times
- Successfully introduced group-wide manufacturing and supply of new product
- Established and drove measurements for deliveries and quality requirements to gauge operational performance and reach maximum efficiency and quality performance
- Sourced and implemented an ERP system
- Located contractor, negotiated cost and supervised the construction of a new warehouse

Factory Manager *Shanghai & Taicang, China 5/1997-9/2001*

AL-KO Air-Technology - a German provider of high-quality air handling unit (AHU) systems. Main processes involved sheet-metal fabrication, powder paint and assemblies.

Reporting to GM China. Responsible for up to 90 people with 6 direct reports (Purchasing, Engineering, Production, Logistics/Warehouse, Quality Assurance & After Sales Services). CNY 15m budget.

Responsibilities included factory establishment, systems and processes setup and subsequent day-to-day operation.

- Identified and established first assembly factory and subsequent in-house fabrication

- Established global supply chain and local sub-contractor/supplier base
- Sourced and setup fabrication and powder painting equipment
- Implemented ISO 9000:2000

Education

Master of Business Administration

Melbourne, Australia, 2010

La Trobe University

Graduate School of Management (GSM)

Awarded Dean's Commendation in recognition of academic excellence

Graduate Certificate of Business Administration

Melbourne, Australia, 2009

Swinburne University of Technology

Australian Graduate School of Entrepreneurship (AGSE)

Electric & Telecommunication

Kungsbacka, Sweden, 1985 - 1987

Lindälvsskolan

Communication & Other Skills

- Fluency in English, Swedish and Mandarin Chinese. Elementary German
- Extensive knowledge of Chinese, Swedish, German, Swiss and Anglo-Saxon business cultures
- Highly competent in major Windows and Mac applications

Personal

- Born 1967 in Gothenburg, Sweden, Swedish citizen
- Married with Chinese national, no children
- Enjoys travel, photography, exercising, world affairs and outdoor activities

Referees

Available upon request

hakan.david.peterson@gmail.com
www.davidpeterson.com
+86-138 1787 9963