

SARA WONG

Industrial B2B Export Growth & Marketing Leader

International Business Development | Sales Management | Market Strategy | CRM | Data Analytics

Changzhou, China | Available for Global Projects | hui865779@gmail.com | +86 186 6122 4367



EXECUTIVE PROFILE

Industrial B2B sales and marketing professional with 15+ years of experience in international business development, regional sales management and commercial operations across chemicals, composite materials, advanced materials and textiles. Builds structured overseas growth programs through market intelligence, customer acquisition, distributor development, product positioning and CRM-based pipeline management. Combines international sales experience with data analysis and AI-supported research workflows.

15+ Years B2B Sales & Marketing	110% 2024 Sales Target	2,000+ Target Accounts Researched	30-40% Pandemic-Period Sales Growth
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CORE EXPERTISE

Market Entry & International Business Development • Distributor & Key Account Development • Sales Strategy & KPI Management • CRM & Opportunity Management • Market Research & Customer Segmentation • Competitive & Pricing Analysis • Product Positioning • Industrial B2B Marketing • AI-Supported Customer Research

PROFESSIONAL EXPERIENCE

Marketing / Overseas Business Development Lead | Changzhou Huake Polymers Co., Ltd. **Dec 2025 - Sep 2026**

- Led overseas market development for industrial resin and composite-material solutions across Europe, India, Türkiye, Southeast Asia, North America and Latin America.
- Conducted country analysis, customer segmentation, competitor benchmarking and pricing research; built target-account priorities and distributor-development strategies.
- Managed customer development from research and qualification through sampling, quotation, technical evaluation and commercial conversion; coordinated sales, technical, production and management teams.
- Developed product positioning, presentations, catalogs and market-entry playbooks for sanitary ware, marine, SMC/BMC, FRP and wind-energy applications.
- Built CRM-based opportunity workflows and introduced AI-supported customer research, market analysis, sales intelligence and lead qualification.

Sales / Marketing Sr. Manager | APW (Changzhou) Chemical Technology Co., Ltd. **Mar 2023 - Sep 2025**

- Achieved 110% of the annual sales target in 2024 by translating corporate objectives into regional and account-level execution plans.
- Managed key accounts and major projects across the commercial lifecycle, coordinating internal resources to resolve customer issues and support delivery.
- Conducted competitive analysis and supported pricing, product-portfolio optimization and new-product opportunity pipelines.

PROFESSIONAL EXPERIENCE CONTINUED

Sales / Marketing Director | Changzhou Jinling Textile Dyeing & Finishing Co., Ltd. **Feb 2019 - Feb 2023**

- Rebuilt the international sales team and established standardized sales processes and performance management; delivered approximately 30-40% sales growth during the pandemic period.
- Developed and maintained CRM systems and organized 2,000+ target accounts through systematic industry and customer research.
- Managed strategic customers and large-order execution; led website, catalog, presentation, newsletter and social-media marketing activities.
- Planned and participated in overseas exhibitions, including events in the United States.

Regional Sales Manager / Marketing Manager | Changzhou Quality Flag Co., Ltd. **Mar 2010 - Jan 2019**

- Managed regional sales strategy and execution, consistently exceeding annual regional targets by approximately 5-10%.
- Conducted market and customer-needs research to support new-product development and acquired customers through domestic and international exhibitions.
- Managed strategic customer relationships and commercial issues; trained sales staff and developed performance-evaluation systems.

PROJECT CAPABILITIES

OVERSEAS MARKET ENTRY Country prioritization, customer segmentation, competitor mapping, pricing benchmarks and distributor strategy.	INDUSTRIAL ACCOUNT RESEARCH Company and application research, purchasing-potential assessment and account prioritization.
SALES SYSTEMS Lead-to-order workflows, CRM structure, KPI design and sales reporting.	COMMERCIAL CONTENT Company profiles, catalogs, sales presentations, technical marketing and market reports.

EDUCATION & QUALIFICATIONS

Xuzhou Normal University | **2002-2006**
Bachelor's Degree in International Marketing & Management

Australian Marketing (Commercial), Level 4
Chinese: Native | English: Professional Working Proficiency
CET-6 | Oral English B+