

## ZHANG Xiaoliang

Languages: English

### PROFESSIONAL EXPERIENCE

General Manager 09.2024 - Present

ZTE Hellas Telecommunications S.A. Athens - Greece, HQ: Shenzhen - China

ICT&Telecom Infrastructure, Smartphone, Tablets, Accessories, Mobile terminals. Responsible for Operators in Greek market(Cosmote, Vodafone and NOVA) and for all the channels in Cypriot Market (CYTA, MTN, Primetel, Public, Stefanis etc).

- ☐ Managing all departments for development in Greece, Cyprus, Albania and Israel;
- ☐ Developed and executed business strategic plan to expand the customer base;
- ☐ Exceeded annual sales targets within assigned territory and accounts;
- ☐ Manage sales and marketing activities
- ☐ Achievements:
  - ☐ Setting up distribution and customer sales channels in Greece, Cyprus and Israel Market
  - ☐ Setting up Commercial terms, pricing policy, Customer sales target terms of cooperation
  - ☐ Good results with go to market strategy
  - ☐ Significant increase of the market share in the Greek Market
  - ☐ Handling Accounts of 20 million euros annual net Sales
  - ☐ Training Programe
  - ☐ Industry 4.0&AI
  - ☐ Leadership&Management
  - ☐ Digital Economy & ICT Development

General Manager 06.2021 – 08.2024

ZTE Romania S.R.L., Bucharest - Romania, HQ: Shenzhen - China

ICT&Telecom Infrastructure, Smartphone, Tablets, Accessories, Mobile terminals. Responsible for Operators in Romania market(Orange, DIGI, Vodafone and Romania Telecom)

- ☐ Managing all departments for development in Romania and Moldova;
- ☐ Developed and executed business strategic plan to expand the customer base;
- ☐ Exceeded annual sales targets within assigned territory and accounts;
- ☐ Manage sales and marketing activities
- ☐ Achievements:
  - ☐ Setting up distribution and customer sales channels in Greece, Cyprus and Israel Market
  - ☐ Setting up Commercial terms, pricing policy, Customer sales target terms of cooperation
  - ☐ Good results with go to market strategy
  - ☐ Significant increase of the market share in the Greek Market
  - ☐ Handling Accounts of 25 million euros annual net Sales

Director of Sales Department 08.2018 - 05.2021

ZTE Hellas Telecommunications S.A.,Athens - Greece, HQ: Shenzhen - China

ICT&Telecom Infrastructure, Smartphone, Tablets, Accessories, Mobile terminals. Responsible for Operators in Greece(Cosmote, Vodafone, WIND and Forthnet) and Cyprus market(Cyta, Primetel, Cablenet, EPIC)

- ☐ Managing the sales department for development in Greece,Romania,Cyprus,Israel and Moldova;
- ☐ Managed sales processes for our region;
- ☐ Developed business development strategies;
- ☐ Arranged commercial terms and pricing policy;
- ☐ Exceeded annual sales targets within assigned territory and accounts;
- ☐ Developed and executed a strategic plan to expand the customer base;

General Manager 05.2015 - 07.2018

ZTE Croatia, Zagreb - Croatia, HQ: Shenzhen - China

ICT&Telecom Infrastructure. Responsible for Operators in Croatia (A1, Croatia Telecom and Optima)

- ☐ Managing all departments for development in Greece, Cyprus, Albania and Israel;
- ☐ Developed and executed business strategic plan to expand the customer base;
- ☐ Exceeded annual sales targets within assigned territory and accounts;
- ☐ Manage sales and marketing activities

Product Manager&Technical Dierctor 10.2010 - 04.2015

ZTE Corporation, Shen Zhen, China

ICT&Telecom Infrastructure. Responsible for technical support in east Europe countries

- ☐ Setting up distribution and customer sales channels in the Market;
- ☐ Setting up Commercial terms, pricing policy, Customer sales target terms of cooperation;

## STUDIES

2010

**Master's degree:** Northwest University, Xi'An – China - “Computer Application Technology”

2007: Bachelor's degree: Northwest University, Xi'An – China - “Computer Science and Technology”

Minor:Macro-Economics

## Training Programmes:

Leadership vs. Management → Shenzhen - China

Leadership → Xi' An - China

Project Management → Athens - Greece

Compliance&Risk Management → Xi' An - China

Industry 4.0&AI→ Shenzhen - China

Digital Economy & ICT Development→ Shenzhen - China

## Skills

Sales & Marketing Strategy