

ESSEC

DOCTORAL
PROGRAM

XIAO LU

Date of Birth: November 4, 1975

Nationality: Chinese

Mandarin, French: Bilingual

English: Fluent



ADDRESSES

In France:

8A, Rue des Plantes Oranges, 95000, Cergy, France

Tel: 00 33 (6) 77 13 23 00 - Fax: 00 33 (1) 34 22 16 03

E-mail: lu@essec.fr

Permanent:

P.O. Box 44, GanGuanChu, No. 40, FuXing Road, Beijing, 100855, China

Tel: (00 86 10) 68 22 28 84 - Mobile: (00 86) 136 91 05 34 07

E-mail: lu_xiao@yahoo.com

WORK EXPERIENCES

2000 -2001

ADVERTASIA (HK) ADVERTISING LTD. Greater China Region, based in Shanghai and Beijing

An Asian Media Investment Project of Qilvest Investment Fund (Luxembourg) and Sopex Investment Fund (France),

Manager of National Business Organization

- Organizing due diligence projects and coordinating with external partners, such as lawyers, fiscal consultants, auditors and investment banks
- Coordinating, organizing and implementing inter departments' and inter subsidiaries' projects of the Group.
- Consulting the general direction for marketing and strategical decisions

1999- 2000

KING'S WAY SARL, Beijing

A textile products export company

Key Account Manager of European Market

- Developing business activities in Europe and negotiating commercial contracts
- Supervising and implementing contracts, such as suppliers selection, production and quality control, financial and customs formalities

EDUCATION

2001 -

ESSEC BUSINESS SCHOOL, Paris, France

PhD Program

Dissertation: Ambivalent Attitudes of East Asian Consumers towards Luxury Products

Advisors: Bernard Pras (ESSEC and Dauphine), Michel Chevalier (ESSEC) and Christian Pinson (INSEAD)

Research Interests: Consumer Behavior, Values and Attitudes, Luxury Products, Cross Cultures, Asian Economics and Globalizations,

1998 – 2001

UIBE, Beijing, China

Master of Management, major Cross Culture Management

1994 – 1998

UIBE, Beijing, China

Bachelor of Economics

OTHER ACTIVITIES

2002 -

MEMBER OF "CENTRE DERECHERCHE – ART ET LUXE" AND OF ASSOCIATION FRANCAISE DU MARKETING

2001

"TINTIN IN CONGO" Publication in Chinese Version, China Children and Adolescence Publishing House, Beijing

2000

UIBE, SCHOOL OF FORGEIN STUDIES, Lecturer

1999

"L E MOT D'OR" INTERNATIONAL COMPETITION, PARIS, organized by Ministère de l'Economie, des Finances et des Industries and Ministère des Affaires Etrangères of France, **1999's LAUREATE**

INTRESETS

Chinese calligraphy and painting, Travel, Theatre, Opera, Badminton, Volleyball and Swimming