



Lawrence Allen

Global Business Advisor & Leadership Consultant

+1 214 937 1846 | singaporeacademyusa.com/market-entry | contact@lawrenceallenaauthor.com
lawrenceallenaauthor.com/author-services

Advisory Expertise & Services:

- New Market Entry & Development
- Global Talent Management
- Cross Cultural Communications
- Supply Chain Reshoring & Nearshoring
- Strategic International Business Modeling
- International Brand Marketing

- 20-year expat career fulfilling the senior leadership needs of global companies in must-win international markets
- International Market Entry & Development leadership experience while employed with the world's top brands:



- Led or was on the leadership team for 3 start-ups in the Asia Pacific Region:
 - Managing Director Asia Pacific, leading a start-up that included a \$53 million glassware factory in China
 - Asia Pacific region-wide launch of the Tools of Vidal Sassoon haircare appliances
 - Set-up & launched Hershey's WFOE China Subsidiary
- 15-year senior retained executive recruiter for Heidrick & Struggles, Stanton Chase and boutiques, building full-vertical executive and operational teams around the world. Helping high-performance companies become more globally capable & competitive through:
 - Talent Assessment Benchmarking
 - International Compensation
 - Succession Planning
 - Competitive Talent Mapping
 - Leadership Consulting
 - M&A Integration

Education



Thunderbird
MBA, Int'l. Business



Oakland University
BS, Business Administration

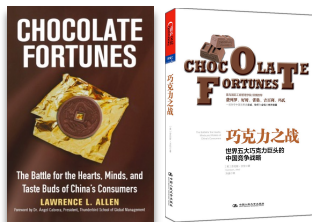


Harvard Business School
Prof. Training: Strategic Integration



Ross Business School
Prof. Executive Training

Publications



Strategic Market Entry Book: *Chocolate Fortunes: The Battle for the Hearts, Minds and Taste Buds of China's Consumers*, a China business book that chronicles the quarter-century battle between the world's chocolate companies for the hearts, minds and taste buds of China's emerging consumers. **Published by:** **HarperCollins Publishers** / **AMACOM**

巧克力之战
世界五大巧克力巨头的中国竞争战略
[美] 劳伦斯·艾伦 (Lawrence L. Allen) 著
冷焱 译
中国人民大学出版社
China Renmin University Press

4 Periodicals Published by: **WILEY** **THUNDERBIRD**
INTERNATIONAL BUSINESS REVIEW

Speaking Engagements

Nearshoring & US Market Entry

- MEXICO COFOCE, Nearshoring For CEOs, 7-week series, Leon, November 2024
- USA Nearshoring For Mexican CEOs, Chicago, November 2024
- MEXICO FOROGO, Posibilidades infinitas, Leon, October 2024
- MEXICO COFOCE, Nearshoring For CEOs, 7-week series, Leon, June 2024

International Marketing

- CHINA Tsinghua University School of Economics Management, Beijing (2010)
- USA World Affairs Council of Dallas/Fort Worth Int'l Career Day (Oct. 2019 & 2020)
- USA Pepperdine University, Los Angeles (Jan. 2017)
- USA US-China Chamber of Commerce, Addison, Texas (2013)
- CHINA Purdue University Alumni Conference, Beijing (2011)

China Business

- SINGAPORE Kraft Asia Pacific Regional Conference, Singapore (2010)
- PANAMA Stanton Chase Annual Meeting, Panama (Oct. 2016)
- USA Sanford C. Bernstein & Co., LLC, Global Food Investors Call, NYC (Jul. 2011)

