

Lawrence L Allen

Tel 1 214 937 1846

Plano TX

E-mail lawrence.allen@chocolatefortunes.net

International Business Executive

Global Business Development · Int'l. Market Entry · Talent Management · Strategic Consulting

A 20-year expatriate career fulfilling the senior leadership needs of Fortune 500 global companies in the must-win markets of China and others in the Region. First-hand International Market Entry best practices experience from some of the world's great brands (Nestlé, Hershey, Libbey Glassware, Conair, Heidrick & Struggles). Also led or was in the leadership team for 3 start-ups in the Asia Pacific Region: region-wide launch of the Tools of Vidal Sassoon haircare appliances, set-up Hershey's WFOE China Subsidiary, and leading the start-up of in-country operations supporting a \$53 million glass tableware factory in China. Also bring a unique organizational development capability from my years as a senior retained executive recruiter for Heidrick & Struggles, Stanton Chase and boutiques, where I built full-vertical executive and operational teams around the world for high-performance global organizations. Executional skills in this area includes: talent assessment benchmarking, leadership consulting, international compensation package development, M&A integration, succession planning, and competitive talent market mapping—helping global MNCs become more globally capable and competitive.

Professional Experience

Leadership Consulting, Executive Recruiting, Advisory Services **May 2008 to Present**
APAC and North America

Heidrick and Struggles, Stanton Chase, Boutiques – Beijing/Dallas

Recruiter for Heidrick & Struggles, Stanton Chase, various boutiques, providing specialized recruiting for internationally oriented roles. Consulting international companies on cross-border business development for US Market Entry and nearshoring / reshoring manufacturing to USMCA countries.

Libbey Asia Pacific

2006 to 2007

Managing Director Asia Pacific – Beijing

Led China start-up operations for Libbey Inc LBY, the world's second largest producer of glass tableware products, an end-to-end role: production operations through sales. Recruited, trained and led a team of over 350 from CFO to CHRO, from Machine Operator to Plant Manager.

Nestle China Ltd.

2002 to 2006

Business and Brand Development Manager – Beijing

Led Nestle's chocolate and sugar confectionery marketing team, driving profitable growth, and leading collaboration among and across shared service functions including: sales, domestic and global research and development, finance, and in-country manufacturing operations.

The Hershey Company – China

1998 to 2002

Country Business Manager, China – Shanghai

Led the start-up of Hershey's Wholly Foreign Owned Enterprise WFOE in China, transitioning from a regional export business to a national brand with in-country operations.

Conair Corporation

1994 to 1997

Regional Director of Operations, Far East – Hong Kong

Established and led supply chain operations for a 10-country, 14-SKU rollout, including: Japan, Korea, Taiwan, Hong Kong, Thailand, Malaysia, Singapore, Philippines, Australia and New Zealand.

Education

Thunderbird School of Global Management

Master of Business Administration

Oakland University, Rochester, Michigan

Bachelor of Business Administration

Executive Training

Harvard Business School

Corporate Strategic Integration, July 2010

University of Michigan: Ross School of Bus.

Finance for the Nonfinancial Mgr., May 2006