



# Yazhou Ruan

General Manager at LUQEL Trading Shanghai Ltd  
Manager International Business Operations at Luqel GmbH

## Profile

14 years of working in international enterprises, experienced on Marketing, Management, and company operations.

4 years of working in Germany, strong capacity of communication in-teams. Successfully set up WOFE Company in Shanghai and built a local team.

## Employment History

### General Manager / Manager International Business Operations at LUQEL, Pforzheim Area, Germany

October 2019 — Present

- Controlling of business operations of LUQEL Shanghai Trading Ltd
- Consulting German Headquarter on Business Strategy for LUQEL China
- Budget Control
- Build-up of an operational local team in Shanghai

### Marketing Project Manager at LUQEL, Pforzheim, Baden-Württemberg, Deutschland

May 2018 — October 2019

- Communication and coordination between LUQEL Headquarter and LUQEL China
- Involving in Marketing Positioning of LUQEL Products in Germany and China
- Implementing Marketing strategies: supporting on APP development

### Executive Assistant at Weber Shandwick, Beijing

September 2012 — January 2014

- Management of daily schedules of Vice President
- Supporting teams on customer maintenance
- Revenue control of teams in department

## Education

### B.A Business English, Beijing Foreign Studies University

January 2007 — December 2010

### Graduation Diploma Sport English, Beijing Agriculture College

January 2005 — December 2007

## Courses

### Sport English

### English in Business

## Details

Edingen-Neckarhausen,  
Germany, 015753042471  
[asia914@gmail.com](mailto:asia914@gmail.com)

## Links

[Linkedin](#)

## Languages

German: Excellent

English: Excellent

Chinese: Mother Tongue

## Skills

Decision Making

Problem Solving

Leadership

Excellent Communication Skills

Communication

Good team player

## Hobbies

Sport and Nutrition