

## EDEN Y WOON JP

(May 2018)

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### WORK EXPERIENCE:

**2018-Present Special Advisor to the Shaw Foundation HONG KONG**

Advises and assists in execution of charity efforts of the Shaw Foundation—founded in Hong Kong in the 1980's, whose beneficiaries have been over 6000 education institutions in Hong Kong and Mainland China, receiving over US\$1 billion. The Shaw Foundation also funds the Shaw Prize, a prestigious global academic research award in Astronomy, Life Science and Medicine, and Mathematical Sciences, since 2004.

**2017-Present Vice Chairman, Alba Group Asia HONG KONG**

Alba Group is one of the world's leading recycling and environmental services companies, headquartered in Berlin, with Asia headquarters in Hong Kong overseeing operations of the Asia-Pacific Region.

**2010-2017 Vice-President for Institutional Advancement, HKUST HONG KONG**

For seven years until November 2017, was part of the 5-person leadership team for the Hong Kong University of Science and Technology--HKUST ([www.ust.hk](http://www.ust.hk)), participating in decisions which propel HKUST forward. Specifically responsible for Global Initiatives and Internationalization, partnerships, China Affairs—university/government/business relations, Corporate Communications (external and internal), Public Promotions/Branding, Alumni Relations, and Development for HKUST—which was ranked in 2011-2013 as “Asia's No. 1 University” by QS University Ranking Service of UK. Current QS World Ranking: No. 30. Current World Young University Ranking: No. 2.

During this time, worked closely with the President and the faculty to strategize HKUST's internationalization vision and expand HKUST 's active university partnerships to over 400 partners globally and established its global brand in all continents. Partnerships range from simple undergraduate exchanges to dual PhD degrees to more complex collaboration programs. We also initiated a special Strategic Partnership scheme with 9 top universities worldwide and 3 global enterprises. Co-Chair of the university's Ranking Committee.

As Chairman of the university's 25<sup>th</sup> Anniversary Committee, orchestrated global celebrations in Hong Kong and China and Singapore and Europe and the USA, including the presence of almost 50 university presidents at the 1400-person anniversary gala banquet in Hong Kong and the organizing of the inaugural Times Higher Education Asian Universities Summit which had 30 presidents from around the world speaking and 200 attendees.

Established the Alumni Endowment Fund to nurture giving habits of our young alumni population, culminating in the largest donation ever by an alum of HK\$100 million last year. For the 25<sup>th</sup> Anniversary, in 24 months, we raised well over HK\$1 billion donation for the university infrastructure, research, and scholarships. Overall fundraising income to the university during my 7-year term would be around HK\$2 billion.

**2016-Present Member/Vice Chairman, Board, ALBA Rising Green Fuel (HK) Ltd HONG KONG**

Company is JV of Alba Group with a China company, which engages in waste treatment projects all over China.

- 2014-2016**      **Member, Board of Directors, 21 Vianet Group**      **BEIJING**  
 21Vianet Group is a China private enterprise which is listed on NASDAQ. It is the largest carrier-neutral internet data center services provider in China.
- 2010**      **Managing Director, Li&Fung Group China Corporate Office**      **SHANGHAI**
- Represented the Li&Fung Group in China, reporting directly to Chairman of the Group.
  - Provided strategic advice and framework on China to Group and Chairman, including developing the 3-Year China Strategy Plan for the Group for 2011-2014.
  - Assisted with business development to all business units of the Group inside China and assists in coordinating their activities in China.
  - Developed long term relations with governments, media, and business leaders in China.
  - Promoted the Group's image in China through its business, CSR, sustainability, and education contributions to China.
  - Directed any necessary crisis management efforts in China for the Group.
  - Acted as Co-Convener of Li&Fung Group China Advisory Committee.
- 2007-2010**      **Managing Director, Toys LiFung (China)**      **SHANGHAI**
- *(Toys LiFung is the franchise of Toys R Us in Asia as operated by Li&Fung Group of Hong Kong.)* In charge of developing the retail business of Toys R Us in China for Li&Fung. Responsible for store development, landlord relations, marketing, PR, government affairs, logistics, merchandising, operations, CSR, and P&L in Mainland China.
  - Member, Li&Fung Group China Advisory Committee.
- 2006-2007**      **Vice President, Starbucks Coffee Company, Greater China**      **SHANGHAI**
- Responsible for Government Affairs, Public Relations, and Corporate Social Responsibility (CSR) for Greater China, which includes Mainland China, Hong Kong, Macau, and Taiwan. (At departure, Starbucks had over 500 stores in Greater China—250 on the Mainland.)
  - Member of leadership team responsible for strategy and development and P&L of Starbucks Coffee Company in Greater China.
  - Devised strategy and handled government relations, from central to province to city to district, from policy issues to local facilitations, to further Starbucks development in China in areas from store development through operations and marketing.
  - Responsible for all Starbucks external communications efforts, including the development and implementation of a communications and brand strategy for Greater China, as well as internal HR communication. Acted as spokesman for Starbucks in China, handling media proactively to promote brand, and also overseeing crisis management tasks in China.
  - Helped manage a US\$5 million China Education CSR fund and all grassroots company China CSR efforts.
  - Worked closely with Marketing to promote Starbucks in China through various product and seasonal and innovative initiatives, including for the 2008 Olympics.

- 1997-2006**      **CEO, Hong Kong General Chamber of Commerce**      **HONG KONG**
- CEO of the largest and oldest private international business organization (4000 corporate members) in Hong Kong. Reports to a Board of 25 senior Hong Kong executives.
  - Achieved the following at the Chamber:
    - Positioned the Chamber as respected authority in Hong Kong on how HK businesses can take advantage of China's entry into the WTO and how HK businesses can adapt themselves post-Asian financial crisis. CEPA—the first Free Trade Agreement of China and Hong Kong—was first proposed by the Chamber in 2000 and championed continuously. After the 2003 signing, Chamber actively engaged in monitoring implementation/improving the agreement.
    - Created new strategy for Chamber to leverage off international character to develop close ties with China and solidify ties with businesses and trade officials globally, with emphasis on helping SMEs in HK with business development.
    - Established excellent relations with the Chinese central government, provincial and city government officials and departments and China's state-owned and private enterprises to facilitate business opportunities for Chamber members, from multinationals to small local companies and mainland companies in Hong Kong.
  - Engaged in daily interaction with local and international press (Wall Street Journal, New York Times, Reuters, Bloomberg etc). Have had frequent TV (CNN, CNBC, BBC, CCTV, Phoenix-TV etc) and radio interviews in English, Putonghua, and Cantonese.
  - Won "Director of the Year" award (non-profit) from HK Institute of Directors, 2001
- 2004-2006**      **Board Director, Linmark Group Limited**      **HONG KONG**
- Director of company which is listed on the Hong Kong Stock Exchange, that provides global sourcing and logistics solutions of consumer goods to retail-chain operators, brands, wholesalers, department stores from around the world.
  - Chairman, Remuneration Committee
- 2005-2006**      **Member of the following Hong Kong Government advisory groups**      **HONG KONG**
- Ocean Park Aquarium/Amusement Park Board
  - Hong Kong Hospital Authority Board
  - Commission on Strategic Development of Hong Kong
- 2001-2003**      **Board Director, Eco-Tech Company**      **HONG KONG**
- Director of company which is listed on the Hong Kong GEM Exchange that specializes in environmental equipment which reduces pollution.
- 1997-2006**      **Director General, Pacific Basin Economic Council HK Committee**      **HONG KONG**
- CEO of the Hong Kong committee in a Pacific Basin-wide business organization which has almost 1000 corporate members in 20 countries around the Pacific Ocean.
  - Chairman of the Organizing Committee for the two-day PBEC Annual Meeting in June 2005 in Hong Kong, which saw 500 CEOs from both sides of the Pacific attending.
- 1997-2003**      **Board Director, Hong Kong Articles Numbering Association**      **HONG KONG**
- Director of organization that promotes electronic commerce technologies and the global barcode system to enable the efficient management of global supply chains by identifying products and facilitating electronic commerce processes.

- 1997-2003**      **Board Director, Tradelink Electronic Commerce Ltd.**      **HONG KONG**
- Director of company that provides an electronic gateway between the trade community and the Hong Kong Government for trade transactions, enhancing the efficiency of trade through electronic commerce.
- 1994-1997**      **Executive Director, Washington State China Relations Council**      **SEATTLE, WA**
- Worked with Washington State businesses such as Boeing and Microsoft and Starbucks to develop their business in China, to include lobbying on trade policy issues in Washington DC and Beijing.
- 1991-1994**      **Senior Country Director—North Korea**  
**Office of the Secretary of Defense**      **WASHINGTON, DC**
- Was DoD member of US Government team in nuclear negotiations with North Korea.
- 1989-1994**      **Senior Country Director—China, Taiwan and Hong Kong**  
**Office of the Secretary of Defense**      **WASHINGTON, DC**
- Was senior advisor to the US Secretary of Defense (from Dick Cheney to Bill Perry) on all policy issues related to China, Taiwan, and Hong Kong.
  - Managed all Department of Defense interaction with the People’s Liberation Army.
  - Working with other US government agencies, lobbied with US Congress on China trade and military issues.
  - Acted as East Asia Division Deputy Director for 18 months.
- 1985-1988**      **Desk Officer, China/Taiwan, Office of the Joint Chiefs of Staff**      **WASHINGTON, DC**
- Provided coordination and advice to the Chairman of the Joint Chiefs of Staff on all military issues relating to China and Taiwan.
  - Participated in military exchanges and negotiations with the People’s Liberation Army—to include escorting China’s Vice President in 1987.
  - Negotiated /monitored US\$10 billion military technology cooperation program with China.
- 1983-1985**      **US Assistant Air Attaché, US Embassy Beijing**      **BEIJING, CHINA**
- As first US assistant air attaché in China, was liaison officer between the Department of Defense--especially the US Air Force--with the defense establishment of China.
  - Provided policy input to Washington to help US formulate policy towards China.
  - Managed and negotiated military relationship with the People’s Liberation Army, to include high level exchanges and technology cooperation.
- 1976-1982**      **Associate Professor, Mathematics, United States Air Force Academy**      **COLORADO**
- Was Advisor-in-Charge of all Mathematics majors.
  - Twice named Department “Instructor of the Year”.
- 1972-1976**      **Programmer Analyst, Air Force Rocket Propulsion Laboratory**      **EDWARDS AFB, CA**
- Monitored contracts with defense contractors on large-scale simulation rocket propulsion programs

## EDUCATION:

1989	Graduate, National War College	Washington, DC
1972	Ph.D., Mathematics, University of Washington	Seattle, WA
1970	MS, Mathematics, University of Washington	Seattle, WA
1968	MA, Mathematics, University of Washington	Seattle, WA
1967	BA (Phi Beta Kappa), Mathematics, University of Iowa	Iowa City, IA

## MILITARY:

Awarded Defense Distinguished Service Medal and Air Force Meritorious Service Medal (3).  
Retired as Colonel, United States Air Force, 1993.

## PUBLICATIONS:

*Israel Journal of Mathematics*, 1985

*Asian Survey*, 1989

And many short articles in other journals, magazines, and newspapers

## MEMBERSHIPS AND COMMUNITY:

Council on Foreign Relations (1995-present)	New York, NY
Chairman, Hong Kong Tennis Foundation (2015-present)	Hong Kong
Board, Hong Kong Ballet (1999-2001; 2017-present)	Hong Kong
Board, Hong Kong Open University (2012-present)	Hong Kong
Vice Chairman, China Committee, HK General Chamber of Commerce (2012-present)	Hong Kong
Hong Kong Justice of Peace (2005-present)	Hong Kong
Advisory Board, Tippie College of Business, University of Iowa (2014-2017)	Iowa City, IA
Board, American Chamber of Commerce HK (2013-2015)	Hong Kong
Advisory Committee, English in Education, HK Government (2011-2013)	Hong Kong
Board of Directors, Hong Kong Tennis Foundation (2000-2006; 2014-2015)	Hong Kong
Advisory Committee to the VC on Endowed Professorships, Hong Kong University (2005-2010)	Hong Kong
Head, University of Washington Alumni Association—Hong Kong (2000-2004)	Hong Kong
Advisory Committee, Securities and Futures Commission (2002-2005)	Hong Kong
Board of Directors, Hong Kong Design Centre (2003-2005)	Hong Kong
Board Member, Beijing Overseas Friendship Association (2005-2010)	Beijing
Board Member, Chongqing Overseas Friendship Association (2007-2011)	Chongqing
Board Honorary Chairman, Changshu Overseas Friendship Association	Changshu
Honorary Citizen, City of Xiamen	Xiamen
Economic Advisor, Hebei Province (2001-2003)	Hebei
Economic Advisor, Henan Province (1999-2003)	Henan
Economic Advisor, City of Tianjin (2003-2006)	Tianjin
Economic Advisor, Jiangsu Province (2005-2006)	Jiangsu
Pacific Council on International Policy (1996-2004)	Los Angeles, CA