



## Mark Plum

Senior Director

*East West Associates*

Mr. Plum currently holds the position of Director of East West Associates Inc. In this role Mr. Plum is responsible for business development, client relationship, project execution, with a focus on USA companies and firms who either have operating units in China or plan to enter the China market. Additionally, Mr. Plum is responsible for the execution of market development and entry-focused projects.

Before joining East West Associates, Mr. Plum has held a variety of senior level positions with USA multinational corporations, with his last position as President of Briggs & Stratton Asia (NYSE: BGG), based in Shanghai, China for 11 years concluding in 2013.

This position included P/L responsibility comprised of multiple manufacturing facilities in Chongqing, China, Subic Bay, Philippines and Osaka, Japan, and distribution operations, sales offices and warehouses in China, South Korea, Thailand, Cambodia, Vietnam, Indonesia, Myanmar, Singapore, and Taiwan.

In 2002 Mr. Plum was instrumental in establishing Briggs & Stratton engine manufacturing facility in Chongqing, China, and a design center, laboratory, and application test center in Shanghai.

Mr. Plum established a 200-dealer network throughout China to service end products powered by Briggs & Stratton engines. In addition, during Mr. Plums tenure as President of Briggs & Stratton Asia he developed a complete line of Outdoor Power Equipment (OPE) (lawn mowers, tillers, generators, and water pumps branded Briggs & Stratton and sold through a Briggs & Stratton dealer network). Additionally, 120 Original Equipment Manufacturers (OEM's) were developed with application engineering and design center services provided by Briggs & Stratton to improve their products, grow their business and subsequently, Briggs & Stratton OEM engine business.

In 2005 Mr. Plum led a team to establish a manufacturing and distribution center in Subic Bay, Philippines. This facility was designed to work in conjunction with the Briggs & Stratton engine manufacturing facility in Chongqing, China to design, develop, and manufacturer water pumps for all markets in Asia outside of China and to provide products to South East Asian markets in a much shorter 3-day shipping window.

During this tenure as President of Briggs & Stratton Asia, annual operating income year on year growth exceeded 10 percent per year for the 11 years growing the business from start-up to 120 million USD and over 600 employees. Mr. Plum was awarded several Headquarter awards while President of Briggs & Stratton Asia.

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Mr. Plum had previously held a variety positions with American Standard (Trane Air Conditioning Division) in Thailand commencing in 1991 and relocating to China in 1995, concluding with Vice President of Sales and Marketing. During this period Mr. Plum established a 50/50 Joint Venture with United Kingdom-based Jardine Matheson in Bangkok, Thailand to design, manufacture, sell, and service residential air conditioners within the Indo-Chinese markets. The products produced in this Bangkok facility were developed and designed specifically for these markets with extensive consumer research.

In 1994, Mr. Plum established Trane's first Representative office in Ho Chi Minh City, Vietnam after the USA embargo was lifted to market, sell, and service commercial air conditioning products to the growing global 5-star Hotel market developing within Vietnam.

Mr. Plum began his career at General Electric Co. Where he was a member of the Global Sales Manpower Program (SMP) and won several National awards during his 11-year tenure with General Electric.

While a resident of Shanghai, Mr. Plum held a variety of board positions to include Shanghai American School, Dulwich International School, as well as visiting Professor positions for Marquette University, WI and Thunderbird School of International Management, AZ. In addition, Mr. Plum was a member of the Wisconsin World Trade Association, US-China Business Council, Shanghai American Chamber of Commerce, and a variety of committees to include manufacturing and construction.

Mr. Plum has a Masters of International Management from Thunderbird School of International Management, Phoenix, Arizona.

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