

# MARK JULIEN

1500 Locust Street, Apt 2405 | Philadelphia, PA 19102, USA | +1 (215) 687-7293 | mark.julien.wg10@wharton.upenn.edu

## EDUCATION

**THE WHARTON SCHOOL & THE LAUDER INSTITUTE, UNIVERSITY OF PENNSYLVANIA** Philadelphia, USA  
*Master of Business Administration Candidate; Major in Finance* 2008-2010

*Master of International Studies Candidate; Focus on China*

- Leonard Lauder Fellowship recipient, a merit-based award given to only 5 students in the incoming class
- Elected Wharton Diversity Representative; Active in organizing events and communications to increase diversity awareness
- President of British MBA Association for Columbia, Harvard, Stanford and Wharton (Wharton Chapter)
- Member of Wharton's Finance, Real Estate, PE / VC, Investment Management, Restructuring and Greater China Clubs

**UNIVERSITY OF OXFORD** Oxford, UK  
*Master and Bachelor of Arts in Chinese Studies* 1993-1997

- Awarded scholarship to study in New York as part of exchange program with Sarah Lawrence College, NY (1996)
- Awarded scholarship to study advanced Chinese Studies in Tainan University, Taiwan (1997)

## EXPERIENCE

**STANDARD CHARTERED BANK** Shanghai, China  
*Associate Director, Origination & Client Coverage* 2004-2008

- Senior Relationship Manager for some of the largest multinationals in mainland China, including HP, Diageo, Adidas, LV
- Grew multinational corporate annual portfolio revenues 178% in 2 yrs from US\$2.7Mn to over US\$7.5Mn from 2006 to 2008
- Grew Asian corporate annual portfolio revenues 500% from US\$89k to US\$540k in 12 months from 2005-2006
- Internally identified as high potential ("HiPo") future leader of Standard Chartered Bank, attributed to less than 1% of staff
- Led the Bank's 4000+ Mainland China staff in raising over US\$100,000 in 12 months as the Bank's official China Ambassador for "Seeing is Believing", a global campaign against avoidable blindness
- Identified organizational gaps and drove company-wide change in Standard Chartered Bank in China
  - Initiated, designed and implemented new employee induction processes that generated US\$5-10m in annual savings
  - Initiated, designed and implemented sales effectiveness handbook to improve bank sales performance in China
- Key business achievements:
  - Relationship Lead in successful pitch for MLA role in 6.1bn RMB syndicated loan, largest ever MNC deal in China
  - Led Deal Team that won exclusive bank mandate to serve Diageo in Greater China
  - Led Deal Team that was instrumental in allowing Diageo to complete strategic acquisition in Mainland China

**OXFORD PROFESSIONAL TRAINING LIMITED** Beijing, China  
*Founder and Chief Operating Officer* 2000-2003

- Founded and ran high-tech professional training business in China serving top global companies, such as Nokia, IBM & DHL
- Developed financial model and projections using DCF and sensitivity analysis to raise initial seed capital investment
- Raised over US\$1.5m in investment from experienced angel investors, such as Senior Partner of Cazenove, Board Director of Tesco, Board Director of HSBC
- Recruited strong executive and non-executive board-level team as well as line staff (over 30 people in total)
- Negotiated exclusive materials licenses with Linguarama, Europe's largest business language training company
- Negotiated joint-venture with CIIC (key state-owned HR organization funded by China's State Council) allowing management control of Oxford Professional within complex and protectionist legislative framework

**ACCENTURE** London, UK  
*Consultant* 1998-2000

- Forecast capacity requirement and planned headcount distribution for Compaq (now HP) in Germany and the United Kingdom for two pan-European multi-lingual call centers, winning client staff buy-in after initial hostility to project
- Consulted on design of high volume trade settlement system for Banker's Trust

## ADDITIONAL INFORMATION

- **Nationality:** British / Norwegian Dual Nationality
- **Languages:** Mandarin Chinese and French (fluent); Norwegian and Russian (conversational)
- **Community:** Founding member of Shanghai chapter of the China Oxford Scholarship Fund (COSF); Organizer of Hong Kong 2007 10km run with Chinese children, orphaned by HIV, achieving front page feature on SCMP, main HK newspaper
- **Interests:** 19<sup>th</sup>/20<sup>th</sup> European Theatre, Photography, Film Editing, Running, Skiing, Soccer, Squash, Golf, Swimming