

Background Summary

Sam Guo, Lecturer

-- UC Berkeley

-- UCLA

-- Pepperdine University

General Background

I am a China market specialist. I have lived and worked in three different continents—Asia, Europe, and North America with more than 20 years of experience in the fields of international trade, international business, telecommunications, and marketing management in multicultural environments. In recent years, I have started my own management consulting business specializing in the China market. I aim to help both American and Chinese companies to do business with each other. Since 2003, I have been actively involved in developing international business training programs in the U.S., China, and other Asian countries. I have also taught at UCLA and Pepperdine University. I am proficient in Mandarin and Cantonese and working knowledge of French.

Positions Held

2006 to present:	Associate Director, UCLA Confucius Institute, UCLA
2003-2006	President, Amax Global, Inc. Los Angeles
2000-2003:	Regional Director, Network Engines, Inc., Boston
1998-2000:	Vice President, Interfax LP, Dallas
1994-1998:	Director, International Services, Xpedite Systems, Inc. New York
1986-1990:	General Manager, Chung Sing S.A., Switzerland
1983-1986:	Project Manager, Guangzhou Pearl River Investment Group, China

Courses Taught

- * International Marketing, MBA program, Graziadio School of Business and Management, Pepperdine University
- * Doing Business in China, MBA program, Haas School of Business, UC Berkeley
- * Human Resources Management in China (seminar), UCLA Anderson School of Management
- * Marketing Management in China, UCLA Extension
- * Doing Business in China, UCLA Extension
- * Fundamental of International Trade, UCLA Extension
- * Introduction to International Business, UCLA Extension