

# XIANQIN (LISA) G. WALLACE

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## **STRATEGIC LEADER / PARTNERSHIP BUILDER / EMPATHETIC COMMUNICATOR** **TURN AROUND PERFORMANCE FOR FORTUNE 100 FIRMS | EXPERIENCED MENTOR** **| INTERCULTURAL COMPETENCY**

During my corporate career, I specialized in and had a track record with turn-around performances and business transformation. Held senior leadership positions in marketing, revenue management, capacity/network planning, strategic planning, global business development, sales training and support, supply chain and change management. Had overall business performance and P&L responsibilities.

After the Covid pandemic, I re-evaluated my professional and personal priorities, and decided to start my journey of searching for meaningful ways to utilize my business experience and skills so I can make a positive impact on people's life and contribute to making the world a better place for all.

### Expertise:

- Strategic Planning and Budgeting
- Margin Enhancement & Cost Reductions
- Process Improvement
- Revenue Generation and Market Share Growth
- Talent Development & Utilization
- Operational Efficiencies
- Initiatives & Strategy Execution
- Relationship Building
- Cross Functional Collaboration
- Interpersonal/intercultural Communication Skills

## **PROFESSIONAL EXPERIENCE**

### **CAREER CENTER, CAC (Community Assistance Center), Sandy Springs/Dunwoody 2023– Present**

#### **Resources Manager, Part Time**

Joined the CAC Career Center to create structures, process improvement, and metrics to measure the success of the Career Center so we can share the success stories with clients as well as donors

- Creating a resources library for Career Advocates so they have access to resources and information they need to mentor and coach clients more effectively
- Training Career Advocates on using CAC systems to track the progress of mentoring/coaching processes
- Establishing client survey to better understand the effectiveness of the mentoring process, and to better serve clients so they can have a better career trajectory and financial stability
- Developing other measurements to better quantify the long-term impact of CAC Career Center's services
- Mentoring and coaching clients daily to be with them each step of the way while they are making a difficult transition in their lives
- Partnering with local companies, non-profits, NGOs to build stronger and sustainable relationships to provide clients access to more and better opportunities
- Collaborating with Marketing, Volunteering, Operations to promote the CAC Career services to the broader communities

**SILKWAY WEST AIRLINES, Atlanta, USA****2017 – 2019****Vice President, Americas Region**

Led teams of sales, marketing, revenue management, operations with overall P/L responsibilities for the region.

- Established strategies and road maps for the region
- Implemented system and processes to improve organizational efficiency
- Built highly effective teams to win in a very competitive environment
- Segmented customers and provided value propositions to grow together
- YTD revenue performance increased 28% YOY
- Profit margin improved 20% YOY

**MALAYSIA AIRLINES BERHAD, Kuala Lumpur, Malaysia****2016 – 2017****Senior Vice President, Revenue Management and Network Planning**

Oversaw global cargo network performance. Led team of approximately 30 focusing on improving cargo performance through network optimization and dynamic pricing. Collaborated with Sales and Operations to enhance product offerings and service execution. Refined and expanded interline partnerships to capture additional growth opportunities.

- Created strategic plans to turn current network P&L loss into profit through network planning and effective pricing strategies.
- Coached/mentored team members to enhance RM acumen and improve yield management skills
- Collaborated with strategic airline partners to increase network revenue and profitability.
- Turned cargo performance from RM287mil loss in 2015 to breakeven within 1 ½ years.

**DELTA AIR LINES INC., Atlanta, GA****2013 – 2015****Director, Revenue Management and Alliances**

Led global team of over 40 and managed business portfolio of approximately \$1B revenue.

- Developed strategies and initiatives, increasing both revenue and yield through network optimization and customer segmentation.
- Initiated and implemented revenue management tools, including pricing and inventory management, resulting 3% increase during initial 3 months and ensuring continuous revenue growth.
- Created strategic and tactical Revenue Management (RM) initiatives, maximizing Cargo growth and profitability by targeting specific accounts and trade lanes, reducing cost while eliminating inefficiency. Achieved \$60M top-line growth through establishing structured market reporting and analysis, driving performance across Cargo global network.
- Generated over \$30M annual revenue by developing interline strategies to enhance network capacity and profitability.

**UPS, Atlanta, GA****2006 – 2013****Marketing Director, UPS Capital Asia Region****2011 – 2013**

Led marketing, business planning, operations, sales, pricing and underwriting, sales training and support, while reporting to Vice President, Marketing and Technology. Collaborated with Legal

Counsel, Compliance, Central and Provincial Chinese Government officials to explore options for securing business license in China.

- Increased sales win rate 54%, facilitating 15% revenue improvement securing 200 new customers, increasing revenue over \$20M and expanding sales coverage securing UPS Capital's competitive position.

**Marketing Manager**, Retail Industry / Corporate Marketing 2010 – 2011  
Drove market positioning and growth for \$10B retail industry segment. Led marketing strategy, pricing, business planning, customer segmentation, and value propositions while reporting to Director Retail Segment Marketing.

**Marketing Manager**, Ocean Freight 2006 – 2010  
Created marketing strategies to propel transformative change across sales, marketing, operations, network planning, pricing and revenue management, finance and accounting, and customer support. Led turnaround of cargo product line, increasing annual revenue \$200M, while reporting to Director of Ocean Freight Forwarding.

## **EDUCATION AND LICENSURE**

- **Master of Science (MS)** Marketing, Georgia State University, Atlanta, GA
- **Master of Science (MS)** Computer Information Systems, Georgia State University, Atlanta, GA
- **Bachelor of Arts (BA)** English, Zheng Zhou University, Zheng Zhou, China
- Fluent, Mandarin Chinese and English