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# LEE WING CHI JOYCE

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**Nationality:** Hong Kong (SAR)

## **Profile:**

- Innovative, entrepreneurial and results-driven professional with international exposure through extensive traveling. 18+ years of manufacturing, merchandising and sourcing industry experiences in multiple categories, such as jewelry and watches, fashion accessories, garments, eyewear, footwear, travel retail, infant/ toddler/youth accessories, homewares, premium and gifts.
- Skilled strategist who transforms sourcing strategy plans into workable solutions to meet key targets/goals.
- Highly analytical, detail-oriented and motivated problem solver, with keen ability to resolve manufacturing issues, enhance product development process, and QC management to obtain cost effectiveness.
- Proven success in developing sourcing markets, including China, Taiwan, Philippines, Vietnam, Thailand, India, Korea and U.S.A.
- Professional consultant involved in diverse areas including contract negotiation, quality control, compliance management, product development, vendor relationship and supply chain solution.

## **Strong track record includes:**

Sourcing for Better Margins, Strong Sourcing Network, New Product/Idea Sourcing, Product Knowledge, Product Development, Manufacturing Process, OEM Projects, Merchandising, Strategy Development, Planning & Execution, Cost Negotiation Included Payment Terms, Logistics Solutions, Quality Assurance, Social Compliance, Factory Evaluation, Strong Management Skills, Vendor Relationship Management, Business Startup, Team Leadership, Consultancy, Entrepreneurial Skills

## **Professional experiences:**

### **Freelance Global Sourcing Consultant (Present)**

Consulted for an office/home furniture chain retailer with stores in the U.S. and wholesale business in Europe and Middle East related to sourcing strategy, vendor relationship, contract negotiation, procurement, quality control, compliance management, product development/manufacturing process and supply chain solution. Executed improvements in costing, communication, quality assurance and vendor relationship.

**General Merchandise Manager, GoFish Global Limited (The Buying office of Goldbug Inc, Denver, CO, U.S.A.) Feb 2014 – Jan 2017**

Responsible for Office operation/General Management, Sourcing, Production development, Quality assurance, Inspection management and Factory compliance assessment.

**General Management:**

- Managed a team of 4 and oversaw overall operations of the office, including recruitment and budgeting.

**Sourcing** (infant, toddler and youth - accessories, garments, knits, swimwear, hosiery, shoes, slippers, crochet items, and travel gear under retailers' brands):

- Sourced a total of 12 factories for different categories according to social compliance standard from U.S. retailers such as Walmart, Kohl's, Carter's, Oshkosh and Target. Oversaw vendors' onboarding process.
- Researched new product categories for business development.
- FOB cost reduced by 10 – 30% despite increasing labor cost and material cost in sourcing countries.
- Monitored and took action to ensure company targets were met.
- Maintained sufficient production capacity by sourcing the appropriate factories/vendors; enhanced cost and time effectiveness.

**Product development:**

- Drove product development for all brands/categories (approximately 1,000 SKU's/season) analyzing performance metrics while aligning trends and customer needs.
- Directed merchandising team to develop product assortments by conducting trend research, participating in seasonal trade fairs and investigating new product categories and materials.

**Factory compliance assessment:**

- Implemented vendor qualification process by developing appropriate assessment procedures according to US retailers' social compliance and factory requirements.
- Assessment process included factory evaluation questionnaire, physical environment visits and factory capability and capacity assessment.

**Inspection management and Quality assurance:**

- Ensured mass production compliance and execution based on inspection/quality assurance requirements from U.S. company's quality control manual.

**Sourcing Director, Bijoux Ternier LLC, U.S.A (Now Bijoux Nouveau, Inc., a Blackstreet Capital Portfolio Company) Dec 2008 – Jan 2014**

Reported to VP of Supply Chain and responsible for Sourcing (jewelry and watches, fashion accessories, handbags, small leather goods, eyewear, garments, knits, beachwear, swimwear, footwear, home and gifts and travel accessories under company's brands purchased for company's stores, and over 50% of categories purchased for international Cruise Lines, holiday resorts, hotels and DFS located at the airports around the world), Vendor Management, Quality control, Cost negotiation, Production process, Order process and Partial logistics. Frequent interaction with head office, including travel to U.S.A. Company retail/franchised markets included U.S.A., Europe, Asia, Middle East and Latin America.

- Sourced, qualified and established 80 new vendors, located in Mainland China, India, Vietnam and the Philippines. Created strong sourcing network, able to increase vendor data base from 10 to 80 in 2 years with 85% on time delivery. Increased profit margin from 25% to 40% on several product categories.
- Decreased inspection cost by 50%. Managed a quality inspection team in Shenzhen, China.
- Developed and implemented QC manual for vendors and inspection companies, execution based on product criteria attributes set by the U.S. company.
- Qualified vendors' data and assisted VP to create a vendor matrix for qualifying performance of vendors; enhanced workflow efficiency. Increased qualified vendors for a critical category from 1 to 5.
- Negotiated payment terms with vendors up to 90 days. Cash flow of company capital was enhanced
- Evaluated existed contracts with logistic and terms with logistic vendors, identified new vendors saving 25% in logistic costs.

### **Previous experiences:**

#### **Buying Manager, Vinthy International Inc., Taiwan and Hong Kong offices (July 2003 – Oct 2008)**

- Managed a team of 5. OEM projects development for American fast food chains and retailers/wholesalers, mainly premium and gift categories, toys, holiday decorations, homeware and sundries. Regularly visited related trade fairs for sourcing and purchasing.
- Sourced appropriate factories based on aggressive target price, able to maintain profit margin up to 40%.

#### **Corporate Communications Executive, Media Federal Co., Ltd., ([www.asianproducts.com](http://www.asianproducts.com)) Taipei, Taiwan (May 2000 – May 2003)**

- Responsible for communication activities such as client relationship, barter negotiation and public relations.
- Directed a team of 5 organizing 20 international trade fairs/year for market development of company trade publication and sourcing web site.
- Participated in organizing and executing a major e-mail campaign for buyer sourcing service on internet. Managed buyer inquiries on site for sourcing support – Requests for Quotation.
- Managed internal and external resources to support circulation and distribution of publication. Structured, developed layout, edited and planned every issue of trade publication, including interaction with design and sales team. Proof reading and overseeing translation of publications involved.
- Participated in special promotional event of CD card production, involvement in all project stages from requirements gathering to project delivery.

#### **Marketing Executive, Mei Ah Toys Factory Ltd., Hong Kong (March 1998 – March 2000)**

- Communicated with overseas clients for order and production process. Participated in seasonal trade fairs for marketing support. OEM projects of toys and premium. Toy categories included baby, toddler, boys and girls. Import & export handling. Conducted factory audit process based on requirement of related customers.

**Languages:**

- Fluent English, Cantonese and Mandarin

**Academic Background:****1996 – 1997**

De Montfort University, Leicester, UK

(MA) Design and Manufacturer, Major in Design Management

**1993 – 1996**

Nottingham Trent University, Nottingham, UK

BA (Hons) Graphic Design

**1992 – 1993**

Wellington Polytechnic, Wellington, N.Z.

Foundation in Visual and Communication Design

**1991-1992**

St Catherine's College, Wellington, N.Z.

University Bursary and High School Certificate

**1990 – 1991**

Micklefield School, East Sussex, U.K.

A-level studies