

SUZY ZENG

Co-Founder of Z-Choice International, LLC.

Former Vice President of Global Business Development at DanoneWave

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A global business executive with strong expertise in business development, product innovation, and consumer insights. Worked for several Fortune 500 consumer goods companies including Kraft Foods and PepsiCo, and most recently served as Vice President of Global Business Development for DanoneWave/Whitewave Foods. Broad and diverse leadership experience including Executive Board Management, JV GM and leadership team recruiting, and US-Asia importing and exporting business. Co-founder of Z-Choice International, LLC specializing in business creation and development by connecting small and medium size US companies with the right Chinese counterparts, and facilitating their business growth.

Expertise include:

**Global Business Leadership | Global Market Insights | Business Connections
Export Compliance | Joint Ventures & Strategic Partnerships | Strategic Planning
Program management | Idea to Market | e-Commerce | Alternative Channels
Product Innovation | R&D | Food & Nutrition | Health & Wellness**

EXPERIENCE SUMMARY

WHITEWAVE FOODS (DanoneWave) ASIA PACIFIC, China & Denver 2014 to 2017
Vice President of Market & Business Development

Oversaw Asia export businesses and China Joint Venture.

- Created and established new businesses through exporting 50+ company products to key markets in Asia, including creation of business strategy, establishment of key customers, development of marketing and sales plans, and daily management of business.
- Enabled formation of China joint-venture by selecting and staffing 8+ key leadership team members, including General Manager and functional heads of Marketing, Finance, Sales, and HR.
- Managed China Joint Venture Board of Directors by establishing agendas and bridging communications amongst key stakeholders and management team.

Senior Director of Business Development, WhiteWave Foods, Denver 2013
Built business cases of plant-based foods platform for China market.

Senior Director & Director of R&D, Horizon Organic Dairy+, WhiteWave Channels and Sensory/Product Guidance, WhiteWave Foods, Denver 2009 to 2013

Oversaw Horizon and Channels R&D including Horizon Retail and key WhiteWave brands (Silk, Horizon Organic and International Delight) for Channels and Foodservice.

Product Innovation Manager, Kraft Foods, China 2009
Pointed as a special innovation task force leader to help Kraft China deliver innovation.

Senior Group Leader and Group Leader of R&D, Kraft Foods, Chicago 1998 to 2009
Oversaw R&D for Kraft Canada Cheese and NA Foodservice Cheese (\$2B). Led innovations for Kraft Mac & Cheese, DiGiorno pizza, pasta / pasta sauces for Retail.

OTHER BUSINESS | COMMUNITY CONTRIBUTIONS

- **Mentor**, Leeds School of Business, University of Colorado Boulder 2014-present
- **Several Patents granted in Food Innovations** 2004-2012
- **Vice President, Board of Directors**, Chinese Mutual Aid Association, Chicago 2005-2008

EDUCATION

- **Executive Business Innovation program**, IMD (International Institute for Management Development), Business School in Lausanne, Switzerland
- **Master of Science, Food Science & Nutrition**, University of Minnesota-Twin Cities
- **Bachelor of Science, Chemistry**, Beijing Normal University, China