

Re: Mr. Gene Hsu, Mech. Engg., MBA

April 19, 2014

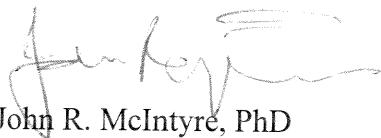
To Whom it May Concern:

I would like to recommend Mr. Gene Hsu as an outstanding expert in Chinese-Western cross-cultural affairs. Gene was born and raised in Atlanta, and is totally fluent in Mandarin Chinese. Gene has over ten years of professional working experience in Greater China, where he has successfully managed global key accounts, channel partners, and local Chinese employees. Gene also has Commercial Excellence consulting experience in successfully leading behavior changes in China for a Western-Chinese State Owned Enterprise (SOE) joint venture.

Gene Hsu was an articulate student in our MBA program class of 2001, and he excelled in leading class projects and presenting on behalf of his classmates in team or individual contexts. Since his graduation, I have invited Gene back to Georgia Tech as a guest speaker for both MBA and Global Executive MBA (GEMBA) classes where he discusses "A Mindset for China Business". Gene is able to present complex Chinese cultural issues in an easy to understand context for non-Chinese, and has a wealth of experiences in China from which to present colorful examples. Gene has developed a cultural framework to help non-Chinese managers successfully navigate complex business situations in China.

I recommend Gene in the highest terms as an instructor in cross-cultural management training and, particularly, for the complexity of Chinese business and general culture and its applications for China to operational management, negotiations, conflict-resolution.

Sincerely yours,



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