

# BONNIE LIN

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## PROFESSIONAL SUMMARY

Independent advisor, investor, and speaker with 20+ years of experience driving growth in technology, manufacturing, and government across 8 countries through 4 economic recessions. Experience includes marketing for tech giants as dot coms in late 1990s, cross-border M&A in China, and innovation grants under the Obama Administration during the Great Recession, board member of the U.S. District Export Council, and angel investor. Worked with over 100 entrepreneurs and business leaders, including Fortune 500 clients and Shark Tank startups, on 50+ transformation projects. A Vancouver 40 Under 40 recipient fluent in Mandarin and media contributor on manufacturing innovation, international trade, and startup ecosystems. Unique family office background with global network of corporate, institutional, public, and private wealth investors in Asia-Pacific and the US. A strategic operator and communicator comfortable leading in stakeholder complexity to achieve shared value creation. Advocate for economic empowerment through education, entrepreneurship, and women in leadership.

### Core Competencies

- > Growth & Innovation
- > Change Leadership
- > Strategic Alliances

### Commercial Skills

- > Business Development
- > Marketing Communications
- > Global Operations & Supply Chain

### Technical Expertise

- > Venture Capital
- > Mergers & Acquisitions
- > Economic Development

## WORK HISTORY

### THE RAINMAKERS GLOBAL

Perth, WA, AUSTRALIA | San Francisco, CA USA

*Strategic advisory and communications consultancy on innovation-led impact investment, economic development and venture capital for APAC family offices, corporates and governments*

#### Managing Director (2014 – Present)

- Developed open innovation and corporate venturing strategy for an ASX 200 industrial
- Advised on design of strategic innovation investment initiatives for family office pledging \$600 million in socioeconomic contribution
- Rebranded and repositioned a 25-year-old company for global expansion and succession, diversifying revenue sales and increasing bottom-line growth by 30%
- Group facilitation and individual coaching of key shareholders, executives, and entrepreneurs
- Public speaking on topics such as change leadership, technology & venture capital, innovation ecosystem development, and strategic Asia engagement

### COLUMBIA RIVER ECONOMIC DEVELOPMENT COUNCIL

Portland, Oregon USA

*Economic development nonprofit and public-private partnership of 40 stakeholders, led by the State of Washington, Business Oregon, and Southwest Washington Workforce Development Council*

#### Vice President of Business Growth & Innovation (2009 – 2013)

- Led strategic policy initiatives to strengthen regional economic competitiveness through international trade, manufacturing innovation, digital technology, and entrepreneurship
- Secured a \$3 million federal grant from the Obama Administration (American Recovery & Reinvestment Act 2009) for the Greater Portland metro to support manufacturers to create jobs; cohort generated \$1M in savings and \$500K in net additional sales from 2013-2015
- Increased collaboration between businesses and higher education on R&D, innovation and entrepreneurship, funding accelerators, co-working spaces, and events to support startups
- Implemented business outreach and engagement plan to connect them with partners and resources to support international trade and accelerate job creation
- Collaborated with public partners and universities on 6 federal and state economic and workforce development grants, awarding \$10 million to 90 companies and training 2,000 employees. 35% of grants were allocated to lean and innovation methodologies, mitigating the need to downsize 6 manufacturing plants during the Great Recession

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## SUNSPRING METAL CORPORATION

Los Angeles, California USA | Taichung, TAIWAN | Guangzhou, CHINA  
*\$320 million global OEM plumbing manufacturer with 7 plants and 9,000 employees*

### Director of Business Development (2006 – 2009)

- Evaluated industrial subsidiaries of Fortune 500 for M&A, including deal sourcing, due diligence, transaction management, and transition planning
- Restructured global supply chain and material management systems to improve pricing modelling, quality control, delivery performance, customer service and governance
- Managed continuous improvement projects across North America operations on major customer accounts, including integration of distribution facilities and over \$2M in operational cost cuts
- Led the implementation of Oracle ERP system at a manufacturing plant within 4 months, increasing inventory accuracy from 72% to 98% within 2 months of implementation

### Director of North America Operations (2003 – 2006)

- Established and ensured compliance to performance measurement objectives for US distribution centers, delivering to 10 customer satellite plants with P&L responsibility
- Implemented major customer projects, including predictive materials planning, automated Kanban order management, New Product Performance Testing Lab, and Asia Supplier Finishing Center

### Division Business Leader – North Carolina (2002 – 2003)

- Managed distribution center operations, including customer service, material planning, logistics, inventory control and quality assurance
- Established 2nd US distribution center in North Carolina, operational within 3 months; implemented pilot Vendor Managed Inventory (VMI) program, resulting in \$1.3M annual recurring cost savings for a major client and winning 2003 Global Supplier of the Year

### Marketing Manager (2001 – 2002)

- Devised marketing strategy and plan for new business and existing customer accounts totaling \$51M; closed new business leads and managed transition to account management teams
- Restructured Global Customer Service model, generating \$52M in sales at 30%+ margins and resulting in the reduction of 400 sales accounts to 7 representing 80% of revenues

## SYBASE INC

San Francisco, California USA  
*Data mining company with \$1.5 billion in operating revenue prior to acquisition by SAP*

### Education Product Manager (2000 – 2001)

- Built comprehensive plans for knowledge transfers/training deliveries for global workforce, oversaw Life-Cycle Readiness Management process and customer courseware rollout

## OUTCAST COMMUNICATIONS

San Francisco, California USA  
*Silicon Valley's first high-tech public relations agency serving startups during the birth of dot com era*

### Public Relations Associate (1997 – 1999)

- Delivered media kits, market analysis, pre-IPO launch events, and industry analyst press conferences on behalf of clients (Salesforce.com, Facebook, Eve.com, Response.com)

## EDUCATION

- 2019 **Executive Education Certificate: Value Investing**  
Columbia Business School, Columbia University (New York City, NY USA)
- 2018 **Executive Education Certificate: Venture Finance and Economics**  
University of California, Berkeley, School of Law (Berkeley, CA USA)
- 2009 **Master of Business Administration (MBA)**  
University of Phoenix (Phoenix, AZ, USA)
- 2001 **Bachelor of Arts – Sociology, Political Science & Business Administration**  
University of California, Berkeley (Berkeley, CA, USA)