Mr. Jeffrey M. Cava

Executive Vice President, Chief Human Resources Officer, Starwood Hotels & Resorts Worldwide, Inc.

Prior to joining Starwood Jeff held executive human resource positions with several major corporations. He was Executive Vice President and Chief Human Resources Officer for Wendy’s Intl Inc., Vice President and Chief Human Resources Officer for Nike Inc.; Vice President Human Resources for The Walt Disney Company, Consumer Products Group; and, Vice President of Global Staffing, Training and Development for ITT Sheraton Corporation.

Mr. Jiang Wu, Professor, China Academy of Personnel Science and Executive Vice Chair of China Talent Research Institute

Mr. Patrick Ran, Ph.D, SHRM-SCP, Chief Operating Officer, China Business, SHRM.

Business leaders, Chief HR Officers, HR VPs and Directors from both local and multinational companies like CNPC, Tesla Motors, DHL-Sinotrans, CIIC, Cisco, Qualcomm, Ucredit, CEEDI, etc...

September 8, 2015 Beijing, China

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September 8, 2015 OrientalBay International Hotel Beijing, China

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- Approaches for developing world-level HR leaders
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- HR's role in organizations’ global development and innovation
- Technology: impact and perspectives for HR
- "Back to" performance management
- Key talent acquisition and staffing
- Challenges for talent assessment
- Employee learning and development in new era
- New laws and regulations and adjustment of labor relations
- Employee motivation strategy in the New Normal
And more……

Simultaneous interpretation in English and Chinese will be provided for the participants’ communication convenience.

Summit Background

The SHRM China HR Summits in 2013 and 2014 held in Beijing were great successes with hundreds of attendees of top level HR professionals from China, USA, Mongolia, South Korea, Taiwan, Hong Kong, India, Singapore and rest of the Asia Pacific region, providing a platform for sharing, learning and communication. In addition, SHRM China has organized dozens of forums and seminars, each of which was widely reported by local and foreign media.

Events and Programs Presented by SHRM China

Human capital forums on various topics of HR management
SHRM Certification preparation program
SHRM Certificate seminars

Many of top global HR service and solution organizations sponsored or exhibited at SHRM China events, like ADP, China WTO Tribune, Globallink, Fragomen World, PinCN, Cnjobs, Human Dynamic, CDP group, Impact Corporate English Training, Robert H. Smith School of Business, University of Maryland, FESCO, Norm Star, Lotte Group, CIC, Training Magazine, BRecruit, Universal Ideas Management Training, Global LT, Right Management, Hay Group, Asian Tigers Mobility, Gallup, Shinewing Accountants, cn.jobs, Huaxia Credit, Proton International Consultants, C-Alliance, Career Builder, Directions Consulting, Beijing Horains Software Technology, and Western HR Market, etc.

For exhibit information & sponsorship opportunities
Please contact: SHRMChina@shrm.org
## SHRM China 2015 HR Summit At a Glance

**Date:** September 08, 2015  
**Time:** 08:15 - 18:00  
**Venue:** OrientalBay International Hotel

### Attendee Registration

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>08:15-09:00</td>
<td>Registration</td>
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</table>

### General Session MC  (simultaneous interpretation provided)

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>09:00 – 09:10</td>
<td><strong>Opening Speech</strong> - Patrick Ran, PhD, SHRM-SCP, COO of SHRM China</td>
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</tbody>
</table>
| 09:10 – 10:00 | **Keynote**  
|              | Jeff Cava — Executive Vice President and Chief Human Resources Officer of the Starwood Hotels & Resorts, and Board Member, SHRM  
|              | **Topic:** Leadership development for successful global HR professionals |
| 10:00 – 10:40 | **Keynote**  
|              | Jiang Wu — Professor, China Academy of Personnel Science and Executive Vice Chair of China Talent Research Institute  
|              | **Topic:** Talent Needs and Development in China – A Global Perspective |
| 10:40 – 10:55 | **Tea Break, Exhibition for outstanding human resources management and services** |
| 10:55 – 11:35 | **Keynote:** Well-known HR thought leader  |
| 11:35 – 12:30 | **Panel Session:**  
|              | **Topic:** Creativity and performance  
|              | **Chair:** Dr. Patrick Ran, COO, SHRM China  
|              | Gong Cheng — Vice President, CIIC  
|              | Horst A. Gallo — HRVP, IBM Greater China  
|              | James Yang — HRD, Caterpillar Asia-Pacific  
|              | Mark Ma — Senior Director, Jing Dong University  
|              | Victoria Wu — HR Director, CISCO Greater China  
|              | Zahid Mubarik — CEO, HR Metrics  |

| 12:30 – 13:45 | **Lunch Buffet and Exhibition** |
# Concurrent Session A
**Organization and Strategy**
(simultaneous interpretation provided)

<table>
<thead>
<tr>
<th>Time</th>
<th>Keynote 1.1</th>
<th>Keynote 1.2</th>
<th>Concurrent Session B</th>
<th>Keynote 2.1</th>
<th>Keynote 2.2</th>
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</thead>
<tbody>
<tr>
<td>13:45 – 14:25</td>
<td>Maggie Meng: Deputy General Manager of PetroChina International Investment (Australia) Pty Ltd</td>
<td>Tony Wu: Director of shared service, FESCO</td>
<td>Talent Management Practice and Innovation</td>
<td>HR leader of well-known company</td>
<td>Yueran Wen: Dean of HR Management Department, Labor and Personnel College, Renmin University</td>
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<table>
<thead>
<tr>
<th>Time</th>
<th>Keynote 1.3</th>
<th>Keynote 2.3</th>
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<tbody>
<tr>
<td>15:20 – 16:00</td>
<td>Professor of a well-known university</td>
<td>Leader of a well-known international HR consulting company</td>
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<tr>
<td></td>
<td>Topic: Evidence-based management practice</td>
<td>Topic: Labor force planning and succession planning</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Keynote 1.4</th>
<th>Keynote 2.4</th>
<th>Panel Discussion and Q&amp;A</th>
<th>Panel Discussion and Q&amp;A</th>
</tr>
</thead>
<tbody>
<tr>
<td>16:00 – 16:40</td>
<td>William Chin: Staffing Director, Qualcomm</td>
<td>Henry Zhou: Chief HR legal counsel, CIIC</td>
<td>Topic: HR’s role in organizations’ global development and innovation</td>
<td>Topic: Employee learning and development in new era</td>
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<tr>
<td></td>
<td>Topic: Workforce change and challenge in telecommunication industry - how HR changes and adapts to the new normal</td>
<td></td>
<td>Chair: Dr. Lucy Wang, Senior researcher, Energy Institute, China State Grid</td>
<td>Chair: Prof. Zhichao Dong: Chinese Academy of Personnel Science</td>
</tr>
</tbody>
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<thead>
<tr>
<th>Time</th>
<th>Alan Bai</th>
<th>Angelina Chua</th>
<th>Linda Li</th>
<th>Yue Guo</th>
<th>Yun Ji</th>
</tr>
</thead>
<tbody>
<tr>
<td>16:40 – 17:40</td>
<td>Director, IMA Asia-Pacific</td>
<td>HRD, Oshkosh</td>
<td>HRD, Synnex</td>
<td>Head of HR, Taikang Asset Management</td>
<td>GM, Beijing Talent Consulting Agency</td>
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</table>

# Closing Session
<table>
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<tr>
<th>Time</th>
<th>MC</th>
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<tbody>
<tr>
<td>17:40 – 17:50</td>
<td>Grant Prize Drawing</td>
</tr>
<tr>
<td>17:50 – 18:00</td>
<td>Closing Remark - Brian Dickson, Senior Vice-President, SHRM</td>
</tr>
<tr>
<td>18:00</td>
<td>Summit Closes</td>
</tr>
</tbody>
</table>
**Summit Registration Pricing**

- SHRM member: RMB 600 (USD 100 dollars)
- Join SHRM membership now and register for the Summit: RMB 900 (USD 150 dollars)
- Non SHRM member: RMB 1800 (USD 300 dollars)
- For pricing for 3 or more people registering please contact SHRM China
- Registration fee include one ticket for summit, one buffet lunch, two tea breaks, one person access to exhibition and one summit attendee book.

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Tel: +86 10-5923 1033/1250
Fax: +86 10-5923 1055
Email: SHRMChina@shrm.org

Note: More Sponsors, Exhibitors and Media Supports to be confirmed.
Introduction of Some Speakers

Professor Jiang Wu, the former president of Chinese Academy of Personnel Science (CAPS), is a research fellow, a doctorate supervisor and an expert enjoying Government Special Allowance awarded by the State Council of China. He is also a member of the 11th&12th National Committee of the Chinese People’s Political Consultative Conference (CPPCC); the deputy director of the talent thirteenth five-year plan outline drafting group; the Vice-President of the International Institute of Administrative Sciences (IIAS); the Coordinator of the Asian Group of Public Administration (AGPA); the Executive Vice President of the China Talent Research; Before his current position, he served as Deputy Director of Research Office of the Central Organization Department; and Director of the Faculty of Teaching and Research of Public Administration of the Chinese Academy of Governance.

Cheng Gong, Vice President of China International Intellectech Corp (CIIC), his title also includes Deputy Secretary-General of China Human Resources Association (CHRA), Vice President of Beijing Human Resources Service Association, Committee member of Central SOE Youth Federation and he graduated from EMBA of UT Arlington. Mr. Cheng Gong joined CIIC in 1994. As an expert of domestic and international human resources service, he has abundant experience in providing professional HR outsourcing and consulting solutions for well-known foreign, state-owned and private enterprises within his career of almost 20 years. He has also accumulated networking, connections and best practices in human resources service industry.
Horst was appointed Vice President HR Greater China Group in October 2013.

In June 1999 Horst joined IBM’s HR Service Centre in Portsmouth, England as HR Specialist for Workforce Management. During these more than 10 years in IBM, Horst has enjoyed an international career working in six different countries (England, France, Spain, USA, Czech Republic and twice in China), gaining experience at various levels of the organization (Service Center, Geo, IOT, GMT and Global) supporting the business in both major and emerging markets. Horst has held various HR generalist positions as well as in the Talent and Business & Technical Leadership arena.

During his time in IBM, Horst has worked on several important projects such as the centralization of recruitment activities, the divestiture of the PC business, the re-organization in Europe and CEEMEA, the set up of two separate Integrated Operating teams (IOT’s) as well as the pension projects for different countries around the world. Horst worked as Executive Assistant to Randy MacDonald, Senior Vice President, Human Resources IBM Corporation during the world economic crisis. Prior to his current assignment he was the Director of HR for Central & Eastern Europe supporting 17 countries including Russia and Turkey.

Before joining IBM, Horst worked for different local companies in Germany and lastly for a national insurance company as an HR generalist supporting the sales organizations.

Horst holds a bachelor degree in Business Administration from the Verwaltungs- und Wirtschaftsakademie in Nuremberg, Germany, which he obtained in evening classes over a period of 3 years.

James Yang Regional HR Director, Caterpillar Inc.,

James Yang (Yang Jun) is the director of AP human services division in Caterpillar Inc. In this position, James is responsible for establishing human resources strategy and promoting the corporation’s growth in Asia and Pacific regions.

James joined Caterpillar in 1995 at Caterpillar Xuzhou Limits. By serving at various positions in CXL, he grew a broad experience including manufacturing management and HR management. In addition, James further contributed to multinational and multicultural HR management, during his 2-years-assignment in Peoria, IL, USA. In 2011, after returning to China, he was appointed to be the China Labor Relations Manager and worked closely with trade unions and Employee Represented Councils (ERC). Early of 2012, James was on the board of the director of AP human services for Cat. Since, holding the position, James has been committed in developing CAT human resources strategy, and providing best solutions for AP human resource management.
After joining JD in February 2013, Mark Ma was placed in charge of the establishment and overall planning of JD University. He is responsible for creating and promoting JD’s corporate values, building development programs for managerial personnel and launching internal expert development programs. In addition, he has established JD's talent pool program, organized a degree program for front-line employees, and built JDTV and an E-learning platform.

Ma earned a master's degree in Management Psychology from the Institute of Psychology of Chinese Academy of Sciences and attained a Corporate Applied Psychology Course Certificate through systematic training in UC Berkeley. Having served as training manager in Digital China, senior training manager in Li-NING, and general manager of the training department of WANDA College, Ma has great expertise in the training field.

He has ever been the member of ZITPA (Beijing Zhongguancun IT Professionals Association), member of CHINAHRD's expert panel, awarding the 'Best Management Practice', ranking 'Top 10 Best Corporate University President of 2014' by CSTD (China Society for Training and Development).

**Victoria Wu** is currently HR Director, CISCO Greater China.

Victoria possesses a depth of HR experience in Fortune 500 companies and understanding of organization dynamic in both multinational and local companies. She worked as HR director/HR business partner covering all HR functions till 2009 since when Victoria started to focus on organization, leadership and talent development for 4 years. In 2014, Victoria has come back to HR director role to look after overall HR strategy and functions. From her more than 18 years working experiences, Victoria has gained an ideal balance of strategy and implementation as a reliable partner to business.

Victoria holds Master Degree of Business Management from the Capital University of Economics & Business and EMBA from CEIBS.

**Zahid Mubarik** is CEO HR Metrics and the founder leader SHRM Forum Pakistan. He has honour of being the only HR professionals from South Asia, who became member of ISO Geneva Technical Committee 260 for developing global HR standards. He represented Pakistan in ISO meetings at Washington during 2011, Melbourne 2012 and Amsterdam 2013 and Paris 2014; and played leading role in designing Human Capital Measurement Metrics for global HR standards.

A strong proponent of measurement and evidence based management; he introduced Human Capital Measurement Metrics in business industry. An internationally acclaimed thinker, writer and speaker, Zahid has spoken extensively at national and international conferences. His analytical HR papers and expert talks have been featured by international and national media including Microfinance Gateway World Bank Washington, CNBC, Daily Dawn and Business Recorder.
Maggie Meng is Deputy General Manager of PetroChina International Investment (Australia) Pty Ltd. She has been working in the petroleum industry for about 30 years. Her career in HR function started in 1995 with internal oil companies in cooperation with CNOOC. She started her international assignment with CNPC overseas projects in 1999 as Human Resources Manager, Administrative Director and Deputy General Manager. She has been working and living in the countries of Sudan, Syria, Niger, Chad and Australia for more than 12 years.

Ms. Meng Yan holds the MBA degree from Maastricht School of Management (MSM).

William Chin | Staffing Director | Qualcomm

William Chin, having over 18 years of Human Resource recruiting experience, is the APAC Staffing Director for Qualcomm, a worldwide leader in wireless telecommunications technologies. In this role, William is chartered with building up Qualcomm’s human resource capability as the company expands in the region. This includes overall staffing strategies in building up R&D, engineering, sales & marketing and executive/leadership teams. William was a long-time recruiting veteran of Intel and led the start-up recruitment efforts for the $1 billion manufacturing facility in Vietnam. William is a frequent speaker at HR workshops on topics related to human resource development strategies, integrated talent acquisition, and social media for HR professionals. He also writes an occasional blog, Asia HR Blog (http://www.asiahrblog.com/). William holds a BA in East Asia Studies from the University of California at Davis and an MA in Education from the University of California at Los Angeles. His certificate in Human Resource Management is from University of California at Berkeley.

Yue GUO

Head of HR, Taikang Asset Management

Yue Guo leads HR in Taikang Asset Management where she dedicates her efforts in upgrading HR capacity in order to support the great business growth momentum.

Yue joined Taikang from Motorola Mobility, where she had played roles of HR director of Greater China, Talent Management in Asia Pacific and HR business partner of Go-To-Market group in China.

Yue was a Principal at Korn Ferry’s Leadership and Talent Management Consulting arm and consultant at McKinsey & Company’s, Asia House Frankfurt office and Beijing office.

Yue holds a master and bachelor degree from School of Economics & Management, Tsinghua University and a master degree from Education and Social Policy, Northwestern University.
**Linda Li**, Director of Human Resources and Administration of SYNNEX China. She have Joined SYNNEX China in the beginning of March, 2000, and responsible for all management of HR and Admin. From 2000 till now, the number of employees has grown up from twenty to one thousand and the main locations are Beijing and Chengdu.

Before joining SYNNEX, Linda have worked in other companies locating in Beijing and Shenzhen and focused on HR and Admin.

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**Mr. Junjiang** (Alan) Bai works as the Asia-Pacific Director with Institute of Management Accountants, a worldwide association of accountants and financial professionals working in business. Alan is committed to advancing the management accounting profession in terms of development, implementation and talent training, as well as empowering accountants and financial professionals to gain more competencies and advance their careers. Prior to joining IMA, Alan worked as China Head at The Institution of Engineering and Technology, General Project Manager at Xin De Telecom International Ventures, and Director of Operations at APT Satellite Company. He has more than 30 years of experience in professional talents training, operation management, project management and customer services. Alan received his undergraduate degree from Xidian University in 1982.

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**Mr. Ji Yun** is the president of Beijing Talent Consulting Agency. The company was founded in March, 1993 by Mr. Ji, and was the first headhunting consulting agency in China. As the first headhunter, Mr. Ji has over 30 years of working experience, including more than 20 years in the headhunting field and 8 years in education. He is also an interviewer for MBA programs and an instructor for human resource courses at top universities.

Mr. Ji a Standing Member of the China Talent Exchange Association’s Executive Search Committee; Vice Secretary General of the Beijing Human Resources Service Association. He has a bachelor of engineering in electrical and metallurgical engineering, as well as a master’s degree in human resource education with the psychology department of Peking University.
**Prof. Wen Yueran**

Dr. Wen Yueran is a professor at the School of Labor and Human Resources, Renmin University of China. His research focuses on numerous areas related to human resource management such as staff motivation, corporate strategy and corporate culture.

Prof. Wen has ten years’ experience in management consulting. One of the representative projects is the corporate culture of Lenovo. In 2009, Prof. Wen established Xinfu Holdings, which provides clients with staff recognition solutions.

From 2000 to 2009, Prof. Wen was the Head of the Department of Human Resource Management, Renmin University of China. During that time, he organized the compilation of 18 books in the series of “Fudan Boxue·Handbook of Human Resource Management in the 21st century”, which won the First Prize of Beijing Teaching Achievement Award and the Second Prize of Teaching Achievement Award issued by Ministry of Education of China.

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**Mr. Henry Zhou**, Chief HR legal counsel of China International Intellectech Corp. (CIIC). He was admitted as Chinese lawyer and company legal counsel certification. He was also awarded as International Professional Trainer by IPMA. Mr. Zhou has rich experience in HR legal compliance, has provided HR legal consulting services for some of the TOP 500, state-owned enterprises and well-known companies, and has provided the best solutions regarding the employment management. He has provided HR labor law trainings for BCG, Beijing TV station, China Minsheng Bank Credit Card Center, Huitong Jiahua and other famous clients for more than 400 times, and has helped enterprises to tease the employment mode, find and solve the problems in the management of human resources.

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**Betty Chen** is HR VP of Ucredit. In charge of HR & Admin, OD, IT, Master Degree of Peking University, Master diploma of Hong Kong University, with rich experience in Financial industry, Telecom industry. Focus on incentive, Corporate Culture, Organization Development and Training Development, Five consecutive years of winning China TOP Employer for Manulife TEDA Fund Management Co.,
**Dong Zhi-Chao**, Researcher Fellow & Director of the Human Resource Development Standardization Research Department of Chinese Academy of Personnel Science of Human Resources and Social Security Ministry of China. His mainly study field are development of human resources, personnel and other aspects of public policy and soon.


Training: Appointed as the Counting Teacher of Motorola & HP Business School. Took charge of teaching the human resource management to the State Grid, State Power Corporation, SAFEA, Ministry of Land and Resources, China Mobile, China Unicom, China Merchants Bank, China Construction Bank, China Life, Shanghai E-house R&D Institute, CNOOC, and Petro China, Sinopec, and so on.

**Isabella Mo**, Executive partner of Zhixinghe. EMBA of Peking University; Master Degree of Philosophy & Chinese organizational management, Peking University. Isabella has worked for governments, as the CHO of a real estate firm, vice-manager for a property management company, and manager of Beijing area Dep. of consulting company. She has over 20 years experience on management & consulting. Isabella is specialized in strategy reviews, organizational design, performance appraisal system design, compensation incentives system design, HR planning, recruitment, and process design. Isabella has established Zhixinghe consulting company and created “Zhixinghe 3-level leadership™ model”. She's been explore latest trends of organizational management and training practices, and coaching for various start-ups.

**Jia Liu** is Asia Pacific HR Director in App Annie, before joining in App Annie, she has been the Asia-Pacific HR manager of Google, and served in IBM and GM HR department. Jia Liu has got the bachelor degree from Peking University, holding the master degree of Purdue University.
Wang Yan is HRD of S.Y. Technology, Engineering & Construction Co., LTD (CEEDI). Nearly 20 years career experience in HR function, and has accumulated advanced HR knowledge especially in the area of change management, talent development, HR business partnering etc.

Mr. Wang Yan holds a bachelor’s degree in engineering and had got MBA degree from University of Science and Technology Beijing.

Holly Gao

VP of Human Resource, DHL-sinotrans

Patrick Ran, Ph.D, MBA, SHRM-SCP, is the Chief Operation Officer (COO), Director and General Manager of SHRM China at the Society for Human Resource Management (SHRM), in charge of SHRM’s business development in Greater China, with responsibilities including establishing effective relationships within the government and enterprises, formulating and implementing business development strategy, and representing SHRM in China. He is instrumental and leads designing and delivering SHRM HR certification programs, learning systems, research and survey, acts as a member of the SHRM Body of Competency and Knowledge (SHRM BoCK™) Committee, and chairs the SHRM China HR Summit and China HR Roundtable at SHRM Global Conference. He is a frequent speaker at Business and HR events in Asia-Pacific and North American Regions and has published papers in magazines. Prior to joining SHRM in 2005, Ran led consulting projects and provided solutions for large multinational, state-owned and private enterprises in China to improve their organizational performance.

Ran earned his Ph.D from Brunel University in London, MBA from the University of Wales, Diploma in Education (Dip/Ed.) from the National University of Singapore, and B.A. from Sichuan University of China. Ran acquired certification as a SHRM Senior Certified Professional (SHRM-SCP™).