

# My Piece of XING



Name: Kate Lu

Position: Marketing Manager

What's the name of your Piece of XING? XING China.

Who's in your team? In our team there are eight people working in China. Our country manager is Dr. Song. Cindy is our Chief Operating Officer, and she helps us to manage the daily issues in the Chinese market. My superior is Jason, our Senior Marketing Manager. His main task is online marketing, and I help him with internal marketing jobs. Joan, Huaijuan, and Lei are our customer relation managers. Finally, we have a colleague working in Shanghai, Peggy. She is responsible for promoting marketing in and around Shanghai.

What do you produce and how do you measure your achievements? We're involved in a wide range of activities, including managing the Chinese subsidiary, marketing, PR and looking after our Chinese BestOffers partners and Marketplace partners. We're responsible for all the Chinese marketing projects and for business development with partners in China, and we also work hard to build solid relationships with our Chinese members.

Who do you support and how do you know you're keeping them happy? First and foremost, we're here for all the Chinese members of XING - they're the reason we're here.

What are you most proud of in your „Piece of XING“? It's an honor and a challenge to work with professional colleagues in the XING China team: we support each other and rely on each other. The friendly atmosphere in the office makes it a fun place to work and we have a lot of fun even after office hours, e.g., we often go out to dinner together.

What is the best thing you have done so far in 2008? At the beginning of 2008 we worked on a spring festival e-card project with our Marketing colleagues at headquarters. The project was a way of sending our wishes and regards to our Chinese customers. Thanks to the great support and help from Headquarters, this project was a great success, and our members enjoyed their Chinese New year with our special gifts.

I most like to start my day in the office by ... turning on my computer and checking my emails.

My desk wouldn't be complete without ... calendars and agendas.

I like spending my lunch breaks with ... my team, sharing information and our thoughts on our daily lives.

My favorite place in the office is ... my desk, particularly the view outside through the office's large glass windows. Our office is located in the central part of the ZHONGGUANCUN business area in the north part of BEIJING, which is known as the Chinese Silicon Valley.