

Travis Wu

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Speciality:

International Trade, Custom system in China and Taiwan, Logistics, Manufacturing and Production in China, Comparative Culture Analysis, International Marketing

Working Experiences:

Intern Manager, Business Research and Member Services/
Australia-Taiwan Business Council (Australia)

Assistant Manager in Sales and Marketing /
Sonarworld Industry Corporation (China, HK, and Taiwan)

Logistics Management Specialist/
Taiwan Lottery Corporation, China Trust Financial Group (Taiwan)

Personnal Officer/
Naval Marine (Taiwan)

Programme Assistant/
National Police Broadcasting Station (Taiwan)

Education Background:

M.A. in Asia Pacific Business/ University of London, UK (2006)

B.B.A. in International Trade/ University of TungHai, Taiwan (2002)

Certification:

Certified Associate of Project Management/ Project Management Institute, U.S.

Dissertation:

To what extent does the development of value-added services affect marketing strategies of Taiwan's mobile network operators? (appx 16,000 words)