

# Michael Rogero

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## PROFESSIONAL EXPERIENCE

- Mar 1999-Dec 2002 **Ion Global** **China / Taiwan**  
**Principal / Managing Director Taiwan**
- Established the Taiwan, Beijing, and Shanghai offices of global technology consulting firm.
  - Managed all aspects of 75 person company operations at country level including profit and loss, personnel, training, business development and client relations for profitable branch office with lowest start-up investment of 14 offices.
  - Formed Beijing and Shanghai offices of 150 people, by acquisition in Beijing and organically in Shanghai .
  - Led CxO level sales and client management teams for a blue-chip client list of Global 2000 companies including ABN-Amro, Chinatrust, Cisco, Daimler-Chrysler, Epson, Hilton Hotels, IBM, J&J, Oracle, P&G, and Sony.
  - Team leadership of pioneering Enterprise Portal implementation for Daimler-Chrysler; 5 high-end Vignette content management and publishing systems (20% of Vignette's Asia's sales); custom systems for Procter & Gamble, Cisco.
  - Led merger and acquisition projects for Chinadotcom including 3 acquisitions in Taiwan and 1 in China. Appraised and closed non-performing operations. Performed due-diligence reviews on 30 companies in Greater China.
  - Regional management involvement including corporate re-branding team, lead principle for Enterprise Portals, CRM
  - Operations management of sister companies Mezzo Marketing / Yes! Net and Taiwan incubation unit.
  - Board of Directors membership for Chinese subsidiary Anjia.com.
  - March 2002 Gartner Research report ranked Ion Global ranked as "Asia's Leading e-Business Integrator".
- Sep 1996-Mar 1999 **McCann-Erickson World Group** **Taiwan**  
**Director – McCann Interactive**
- Established Taiwan's first agency interactive media department for the Taiwan branch of McCann-Erickson, the world's largest advertising agency. Led interactive media projects in China, Hong Kong, and Singapore.
  - Headed account direction, sales, billing, online media planning, e-business development, and project management for clients including Casio, General Motors, Johnson & Johnson, Motorola, Nestlé, and Texas Instruments.
  - **Co-Director McCann Direct** - Responsible for the Nestlé Baby direct marketing project in Taiwan, covering 1.2 million mothers. Led the countrywide telemarketing & direct mail program reaching 95% of new mothers.
- Sep 1994-Mar 1996 **Tranda Corporation** **Taiwan**  
**Managing Director / Founder**
- Created the first Internet services company in the north half of Taiwan and managed profitable business with 15 employees long before dotcom boom.
  - Developed and led e-business projects for 40 clients including KPMG, General Motors, Corona (Top 10 Taiwan site) & Hung Kuo Basketball (Chosen by McKinley Group as world's only Chinese "4 Star" website).
- Feb 1993-Apr 1994 **Kallback Direct** **Taiwan**  
**Branch Manager**
- Established Taiwan office launching a telecommunications product which broke Taiwan's telecom monopoly and led to a decrease in Taiwan's international telephone rates by greater than 50%.
  - Managed head office operations, sales staff, and supervised four independent representative offices. Developed sales, marketing, and training material and developed customer billing, contact and marketing database systems.
  - Attained market leadership in a field of five companies while operating at a profit from the sixth month of operation.
  - Fought for and received certification of legality of services from government post and telecommunications bureau.
- Sep 1992-Feb 1993 **Tall & Stout Industrial Corp** **Taiwan**  
**International Marketing Account Manager**
- Managed US\$ 9,000,000 account for Direct Innovative Products in the U.S. and a US\$ 1,000,000 Australian account
  - Led contract negotiations with American and Australian agents.
  - Managed UL Laboratories applications and presented at industry trade shows

## EDUCATION

- 2004-2005 **INSEAD**, MBA Program **Singapore / France**  
Certificate Program in Entrepreneurship
- 2004-2005 **Stanford University**, Certificate in Advanced Project Management **Stanford, CA**
- 2001 **National Taiwan Normal University – Mandarin Training Center**, Mandarin studies **Taipei, Taiwan**
- 1988-1992 **American University–School of International Service** **Washington, DC**  
Bachelor of Arts Degree. Asian Studies Certificate for academic excellence.

## LANGUAGES

English (Native) Mandarin Chinese (Fluent) Spanish (Conversational)

## PERSONAL INTERESTS

**Industry Speaker / Author** – 30 articles, interviews and conference speaking engagements, 90% in Mandarin  
**"Golden Torch Award"** Excellent Management Achievement–Taiwan Corporate Operation and Leadership Association  
**Rotarian** - Rotary Club of Taipei, **Founder** – Chinese Internet Advertising Assoc.  
**Judge** - Click! Advertising Awards 2000,2001,2002 **Judge** - Asia Internet Awards 2001  
**Motorcycle Touring** - 15,000 km tour of India, Nepal, Bangladesh on classic Royal Enfield ([www.onwalkabout.com](http://www.onwalkabout.com))  
**Dragon Boating** – Rower for National Taiwan Normal University championship teams 1991,1995,1997,2002

## SPEECHES, ARTICLES, INTERVIEWS

2004/06 "Views on Kashmir" – Interview on perceptions of the conflict in Kashmir, India. Star TV India.  
2003/02 "Taiwan CRM Development and Implementation Survey – 2002" – Research paper & three articles covering interviews with 20 leading Taiwan companies and 500 IT manager's survey responses with Beth Hsu published by IT Home (Chinese)  
2003/02/17 "My 12 Years in Taiwan" – China Post Interview (Chinese)  
2002/11 "How I See Taiwan" – Voice of Taiwan Program "People"- Radio Interview (Chinese)  
2002/06 "Enterprise Portal Development Methodology – Correcting the Errors of the Intranet / 企業入口網站的發展原理 - 避開內部網站錯誤的主要關鍵" - Article - Published by Oracle Corporation (Chinese)  
2002/03/27 "Ion Global Paves Way for Increased Knowledge Sharing and Improved Customer Service for Daimler-Chrysler Taiwan" -- Interview - Ion Global Corporate Press Release (English)  
2002/05/30 "Communications Tools in a Post-Internet-Hype Era" – Speech to Taipei Rotary Club (English)  
2002/01/12 "In Asia, are Client Relationships Worth Less than in the US & Europe?" – Keynote Speech, Database and Direct Marketing Conference –IIC Conferences (Chinese)  
2001/06/29 "Retention vs. Acquisition Based Email Marketing" – Marketing Executive 2001 Forum Speech ARC Consultants (Chinese)  
2001/06 "Retention value in Email Marketing" - 第一屆 2001網路行銷應用研討會 - 2001 - Migrosoft Direct Marketing Conference Speech (Chinese)  
2001/04/21 "Enterprise Portal Development Methodology - Key to Avoiding the Mistakes of Intranets." "Oracle Portal 3.0 Launch, Oracle Corporation Keynote Speech (Chinese)  
2001/01/10 "Digital Business Integration / 數位商務之整合行銷運用" 電子商務：企業實戰班" - 網通國際股份有限公司 - Class (Chinese)  
2000/11/22 "E-mail Value Comparison - Retention vs. Acquisition" Speech - 經濟部 中小企業處--流通業電子化研討會 (Chinese)  
2000/10/26 "How to Turn Your Brand into a Cyber Brand / 有效建立網路品牌之策略" - e-Marketing 2000 Conference Speech (Chinese)  
2000/09/06 "How to Maximize e-mail Marketing / 如何使用E-mail 行銷?" - PC Home e-Advertising Seminar Speech (Chinese)  
2000/06 有效建立網路品牌之策略Executive電子化管理" - Article - e-Business Magazine No. 17 (Chinese)  
2000/03/06 "幫企業計算進入EC的投資報酬率 - 專訪威博康迅台灣總經理羅邁凱" - IT Home Interview -- (Chinese)  
2000/02/25 "Digital Business Directions in Taiwan" – Keynote Speech, Ion Global Formal Launch (Chinese)  
2000/02/25 "China.com looks to Taiwan market" – China Post Interview (Chinese)  
1999/12 "CRM Directions in Greater China" – Beijing Internet Conference Speech (Chinese)  
1999/12 "CRM在大中華地區電子商務中取勝的最終武器" – Xinhua News Service Interview (Chinese)  
1999/07/22 "Trends in Wireless Information Delivery in Greater China" – CWW.com Shanghai Internet Conference Speech (Chinese)  
1999/07 "I don't care about impressions! / 我要的不只是廣告曝光" - 動腦雜誌 (Brain Magazine) Article (Chinese)  
1999/03/10 "談網路廣告與網站點選率 -專訪麥肯廣告互動行銷處總監羅邁凱" - Yam Interview (Chinese)  
1998/10 "與廣告代理商談網事 - 網路媒體對於台灣廣告代理商的影響" - 廣告雜誌 (Ad Age) Interview (Chinese)  
1998/04 "名人 Bookmark" - PC Home Interview (Chinese)  
1997/03 "網路廣告有效嗎? 網路廣告追蹤技術(二)" - 廣告雜誌 (Ad Age) Article (Chinese)  
1997/02 "網路廣告有效嗎? 網路廣告效果追蹤技術介紹(一)" - 廣告雜誌 (Ad Age) Article (Chinese)  
1996/10 "主動行銷網路建奇功" - 廣告雜誌 (Ad Age) Interview (Chinese)  
1996/10 "麥肯成立Inter@ctive 部門" - 廣告雜誌 (Ad Age) Interview (Chinese)  
1996/07 "網際網路 - 賺錢新絲路" - 錢雜誌 (Money Magazine) Interview (Chinese)

## ADDITIONAL TRAINING

2002/06 **Data Mining in Database Marketing** Workshop – IIC Conferences  
2001-2002 **PMI Certification Training** – The Hampton Group  
2001 **PMI –The Basic Concepts** – The Hampton Group  
2001 **Essentials of Project Management** – The Hampton Group  
2001 **Oracle Portal Technical Development Training** – Oracle Corporation  
2000 **Net Perceptions for e-Commerce Sales Training** – Net Perceptions