
DAVID HOVEN
CHINA BUSINESS / CLEANTECH



- David Hoven is a specialist in international business development who focuses on taking new technologies to market in the People's Republic of China.
- Specialist expertise in clean technologies with agriculture, water, and waste applications.
- Regularly advises on market entry into China in industries ranging from manufacturing equipment, foodservice products, and retail products.
- Serves at executive and vice-president level with several international firms.
- MBA (International Business); Engaged in China business since 2007
- Speaks fluent Mandarin Chinese and is proficient in reading and writing.

2012 -

AEA Advisors Ltd.
Consultant: China Business, CleanTech & Import/Export of Food Products

Boulder, CO

AEA provides international consulting, investment and business support services to businesses in the US, Asia and Europe which are seeking to expand or break into markets in any of those regions. The company focuses on promoting inward investment flows from Asia (particularly Hong Kong, the PRC or Singapore) into the US or the UK/EU, and from the US and UK/EU into Asia.

AEA's current activities include:

- High level international guidance and support to clients with particular focus in technology (Green & Clean technology; Life Sciences/medical technology and products; IT and high tech) and finance (banking, trade finance, investment and private equity)
- Focus on the intersection of Green & Clean and Life Sciences/medical technologies and Chinese economic planning
- Boutique investment deal creation/origination with particular focus on Green & Clean technologies
- Equity stakes and joint venture/partnership projects with clients
- Promotion of inward foreign direct investment in Colorado tech businesses
- Offices in Colorado, Hong Kong, Chongqing, London; additional representatives in Vancouver, Geneva and Rotterdam

Current active projects with AEA include:

- Agribusiness: project to bring Chinese technology for commercial agriculture to US; handling all negotiations with Chinese parties; coordinating shipping of samples to California for testing
- CleanTech: project to develop China business for an EU-based business manufacturing and selling equipment to convert waste cooking oil to biofuel
- CleanTech: project to create and develop China business for a UK-based electric vehicles manufacturer
- GreenTech: project to develop China and EU business for a US company with proprietary technology for accelerated growth and sustainability of trees; assisting with proposed reforestation project for government ministry of an EU country

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- 2011 – Wild Blue Export Development, LLC Loveland, Colorado**
Founder & President
- Founded the company in 2011 (while pursuing an International MBA) to provide consultation services to US businesses aiming to enter the Chinese market.
 - Developed clientele across multiple industries. Currently servicing customers in various capacities ranging from market research, strategy development & execution and contract negotiations. Singlehandedly manage sales and marketing efforts, accounting and financial functions, and all other company operations.
 - Identify and qualify US clean-technology companies based on applicability to the Chinese market, and traditional start-up investment criteria. Seek out and engage strategic partners in both private industry and the Chinese Government and initiate technology licensing and private equity investment negotiations.
 - Manage market entry for US technology firms, arranging test sites, negotiating first orders and capturing key funding opportunities.
 - Perform in depth research and analysis of Chinese consumer markets for US made food products, and identified sales channels and the logistical models to support them. Developed business partnerships with multiple Chinese distributors, collectively creating marketing and sales strategies for new market entry.
- 2010 – Rocky Mountain CleanTech Open Denver, Colorado**
Business Plan Judge, Judge Management Team Member (Volunteer)
Collaborate with the region's most successful entrepreneurs, investors and advisors to screen and rank each year's applicants in the CleanTech Open's Accelerator Program. The Judge Management Team is responsible for managing the selection process from dozens of applicants to a single regional winner each year over the course of six months.
- 2008 – 2011 Stratom Inc. Boulder, Colorado**
Program Manager
- Responsible for the development and management of an IT Equipment Government Resale Program. Managed individuals from multiple departments including sales, accounting, and shipping/receiving to ensure a profitable program. Grew the program from conception to \$750,000 in revenue in one year.
 - Managed the development of dozens of high-technology advanced robotics R&D proposals, ranging from marketing materials, costs and finances, strategic planning, and commercialization strategies. Developed creative and effective technical solutions with lead individuals in software, mechanical, electronics, and systems engineering. Generated approximately \$1M in sales, with several million in the pipeline.
 - Designed and instituted a reporting platform for multiple financial, operational, and human resource related metrics, covering virtually all aspects of the company. Active in all strategic management for the firm, including yearly strategy management sessions and daily interaction with CEO and VP level individuals.
- 2009 – International Sourcing and Supply Chain Consulting Colorado**
- Engaged in multiple consulting contracts to assist clients with locating and qualifying manufacturing partners in China. Visited and assessed dozens of factories and production facilities in China for the manufacture of finished goods and components in multiple industries.
 - Handled contract negotiations on clients' behalf in both Chinese and English, establishing multi-million dollar agreements and long term strategic partnerships.
- 2007 - 2008 Sonavox Electronics, Suzhou, China**
Project Manager; New Product Development
- Served as an international project manager, translating client concepts and requirements into fully developed consumer electronics products. Interfaced with Chinese business clients and corporate departments, supervised pilot launches, configured price structures, and negotiated terms with customers. Recognized by executive management for establishing and maintaining streamlined and efficient operations, promoted to an accelerated management track.
 - Living and working abroad in China expanded knowledge base of local business customs and protocols. Integrated awareness of current culture into everyday business transactions; familiarity with regional norms afforded the opportunity to delve deeper into Chinese work culture and values, and to strengthen Chinese language capabilities.

EDUCATION

2010 - 2012	Daniels College of Business, University of Denver International Masters of Business Administration (IMBA) Recipient of the 2012 Outstanding Student of the Year Award	Denver, Colorado
2011-2012	University of California Berkeley / Tsinghua University Inter-University Program for Chinese Language Development	Beijing, China
2002-2006	Colorado College BA, Double Majors in Economics and Asian Studies Gaylord Prize for Excellence in Student Research	Colorado Springs, Colorado
2004	Beijing Foreign Studies University Cultural Integration and Intensive Language Program	Beijing, China

OTHER ACCOMPLISHMENTS

2008 –	Colorado College Alpine Journal Board Member, Production Manager Lead a team of students and alumni to design, format, publish and distribute the Colorado College Alpine Journal. Pioneered the first physical distribution of the journal, and managed all fundraising efforts, increasing funding four-fold in four years.	Colorado Springs, Colorado
2010	Cerro Aconcagua Team Leader – Successful Summit Organized and led an expedition of seven climbers to the summit of South America’s highest peak, Cerro Aconcagua. Prevailed through adverse conditions, leading to a successful, unguided summit bid.	Mendoza, Argentina
2004	Denali (Mt. McKinley) Team Leader – Successful Summit Led one of the youngest successful climbing teams for an ascent of North America’s highest peak, Mt. McKinley. Devised the climbing strategy, and collaborated with the rest of the team in managing funding, provisions, logistics and training. During the climb, persevered through challenging terrain, adverse weather, and a dramatic crevasse rescue without harm or injury.	Talkeetna, Alaska