

## Position and Candidate Specification



The American Chamber of Commerce in Shanghai  
上海美国商会

## President

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The American Chamber of Commerce in Shanghai (AmCham Shanghai), known as the "Voice of American Business" in China, is the largest growing American Chamber in the Asia Pacific region. Founded in 1915, AmCham Shanghai was the third American Chamber established outside the United States (U.S.). As a non-profit, non-partisan business organization, AmCham Shanghai is committed to the principles of free trade, open markets, private enterprise and the unrestricted flow of information.

The United States and China are the world's two largest economies, with two-way trade and investment in the hundreds of billions of U.S. dollars each year. This makes the U.S. business community a major player in U.S.-China relations. That is especially true at this time as the bilateral relationship faces serious trade frictions. AmCham Shanghai is the largest AmCham in the Asia-Pacific region and serves as the voice of American business in China. This gives the Chamber special relevance and influence and creates a unique opportunity for the Chamber's President to help shape the direction of U.S.-China commercial relations at this critical juncture.

Today, AmCham Shanghai has over 3,000 members from 1,500 companies - a diverse membership of Fortune 500 corporations, small- and medium-sized enterprises, entrepreneurs and individuals. U.S. corporate members are the mainstay of the Chamber, although there is a small percentage (6%) of "international corporate members." Membership is evenly split between manufacturing and services, but most new membership growth is from the services sector. Corporate members are typically represented by senior leadership. Over the years, the percentage of members who are Chinese nationals working for U.S. companies has grown, accounting today for 50% of the organization's membership. U.S. citizens are 31%.

Vision: The American Chamber of Commerce in Shanghai strives to be the leading international business association in China.

Mission: To enable the success of our members and strengthen U.S.-China commercial ties through our role as a not-for-profit service provider of high quality business resources and support, policy advocacy and relationship-building opportunities.

While AmCham Shanghai continues to offer all the services, products, business intelligence and thought leadership it has in the past (outlined below), the Chamber is rapidly moving into a new era with a strong focus on value-added services, based on physical and virtual platforms. These services are aimed at both China and U.S.-based American businesses. The Trade and Investment Center and YRD Center are key examples of this new direction, as are the emphasis on digital outreach and initiatives to strengthen relationships with the local Chinese business community.

### High-Value Member Services

The American Chamber of Commerce in Shanghai focuses on delivering high-value services and benefits to members to promote a healthy business environment for U.S. businesses in China. The Chamber hosts approximately 500 business events yearly - from industry specific workshops to large-scale conferences and high-level business-to-government meetings. These events deliver networking opportunities as well as highly timely business intelligence and thought leadership. The Chamber's 18 industry-specific committees

provide members with multiple forums to share the latest industry specific information. The Chamber also has an active Government Relations and Corporate Social Responsibility program, produces business and industry focused publications, and offers a Corporate Visa Program (CVP) to assist with applications for U.S. visas. The Trade and Investment Center and the YRD Center are key strategic initiatives. Details on key activities follow:

Events: AmCham Shanghai runs an active events program with approximately 500 business events annually attended by 20,000 participants. Events range from committee programs and industry roundtables, to large-scale conferences and high-level executive/business leaders forums, and business-to-government meetings. Significant events include the Shanghai Government Appreciation Dinner, Annual Charity Ball, Washington D.C. Doorknock and Independence Day Celebration. Key annual conferences include the Manufacturers' Conference, Automotive Industry Outlook, Food Safety Conference, InnovTech Conference, HR Conference, and CRS Conference & Awards. Regular events include the Author's Series and Monthly Member Briefings. These programs are also a key platform for business intelligence and thought leadership which are also delivered through publications and video/online content. The Chamber also has a new "CEO Advisory Series" that provides curated programs designed specifically for top executives.

Committees: AmCham Shanghai's 18 industry-specific committees are intrinsic to the Chamber's mission of promoting a healthy business environment for American companies operating in China and are a key platform for member engagement. Committees provide a forum for AmCham Shanghai members with similar interests to network; share best practices, business intelligence and thought leadership; discuss ideas, issues and government relations topics relevant to the particular industry or sector committee; and build strategic partnerships. Each committee is advised by external business leaders who identify key issues in their industries and drive year-round programming. From small-scale roundtables to cross-industry conferences, committee events provide members with a platform to learn from thought leaders, share best practices and network with industry peers. In addition, members have the opportunity to customize their membership experience by subscribing to committee communications that are relevant to their specific business interests.

Communications & Publications: The Chamber has a dedicated team to manage media relations, member/non-member communications, corporate publications, digital media (WeChat, videos, podcasts, online publications, social media management) and website. Publications are a key business intelligence and thought leadership delivery tool for the Chamber, from the bi-monthly *Insight Magazine* to the *China Business Report* and the *Viewpoint* series. The Chamber is currently looking at ways to expand its digital activities in order to extend its footprint and influence and improve membership engagement.

Government Relations: Pivotal to all AmCham Shanghai activities is the desire to develop, cultivate and maintain strong relationships for American businesses in China with U.S. and Chinese government officials and stakeholders. The Chamber runs a thoughtful GR and CSR program. The Business Council for Sustainability & Responsibility is the vehicle for the Chamber's CSR work and there is a Government Affairs committee. Key activities include government/industry roundtables, the Shanghai Customs Taskforce, regional conferences, participation in trade fairs, government appreciation functions in Shanghai, Suzhou and Nanjing, and YRD outreach. There is also a new fee-based government policy support service called "GPS."

Trade and Investment Center (TIC): The TIC was launched in November 2012 to boost the competitiveness of U.S. SMEs in China. It was originally called the SME Center and focused on U.S. SMEs looking to export to China. Located in the Chamber's Shanghai office, today's TIC provides services and resources to support U.S. and Chinese companies engaged in trade or investment in either direction. This includes visits within China organized by local governments. The Center is particularly active on outbound Chinese investment and looks to create business opportunities for Chamber members in this area. The TIC has a virtual platform via the Chamber's website that provides basic information on the China business environment and China 101 content for do-it-yourself research and learning. The Center also provides similar information about the United States for Chinese companies. The Center provides a marketplace through which AmCham Shanghai member service providers can market themselves and through which American and Chinese companies can find service providers easily. The Center has also generated great interest from Chinese companies and Chinese government agencies interested in investing in the U.S. but who lack market knowledge and support on the ground.

Yangtze River Delta Center: Established in 2012, the YRD Center serves members and American business interests in Jiangsu, Zhejiang and Anhui provinces. With its first office located in the Suzhou Industrial Park, and a new office now in Nanjing, the Center promotes AmCham Shanghai services and programs to YRD members, and strives to be the principal regional networking and business information exchange platform for American businesses, local YRD Chinese governments and the U.S. government. The Suzhou office alone holds 100 programs a year.

For further details please see <http://www.amcham-shanghai.org>.

The President of the American Chamber of Commerce in Shanghai plays a crucial role in developing, leading and driving the strategic objectives, operational delivery, and organizational/team management and development of all undertakings of the Chamber. The President is also the public face of AmCham Shanghai. As such, the President will undertake all activities with an unwavering commitment to promoting a healthy business environment for U.S. firms in China, strengthening U.S.-China commercial ties, and providing high-quality/high-value business information and resources to members.

As AmCham Shanghai moves into a new era, the President will play a critical role in steering the future direction of the organization, and continuing the momentum of offering more sophisticated value-added services based on physical and virtual platforms. In addition to managing all current activities and programs with full organizational oversight, the President must be able to identify trends, opportunities and partnerships; champion new ideas, services and businesses; and lead and drive the path forward, always ensuring the right organizational structure and team is in place to deliver upon objectives.

The President of the American Chamber of Commerce Shanghai (AmCham Shanghai) will have extensive interaction with numerous American and Chinese constituents. The key duties of the President will include:

- Understanding the needs of member companies and constituents; ensuring the Chamber is delivering services to meet those needs.
- Acting as the public face of AmCham Shanghai and representing AmCham Shanghai and American business interests in China, the U.S. and the Asia/Pacific Region, together with AmCham Shanghai's elected Chair.
- Invigorating the Chamber, driving, defining and implementing the Chamber's vision, and taking AmCham Shanghai to the next level of excellence, in accordance with general guidance provided by the Board of Governors.
- Driving, implementing, and overseeing all Chamber initiatives.
- Overseeing the AmCham Shanghai office, and managing/developing the 50 person professional staff.

The President will oversee the full range of Chamber activities including: membership recruitment and retention; coordination of programs and events; public and media relations; government relations; oversight of the implementation of the Trade and Investment Center (TIC); oversight of the Chamber's branch offices in Suzhou and Nanjing and other outreach in the Yangtze River Delta (YRD); oversight of the Chamber's communications program, finance and accounting; supervision of staff; and overall administration of the Chamber. S/He will implement the Chamber's mission to support the business success of its members and to foster commerce between the United States and China.

The President is supported by two Vice Presidents. Currently, one is responsible for operations and strategy and the other responsible for administration, finance, HR and IT. The actual division of labor between the two Vice Presidents depends on the skill sets of the incumbents. The President, in addition to providing overall strategic direction and leadership of the organization, has special responsibility for government relations, policy advocacy, identifying key regulatory changes and trends, public diplomacy and communications, and the Chamber's YRD operations.

## KEY RELATIONSHIPS

**Reports to**        The Chamber's Board of Governors, as represented by the Chair

## KEY RESPONSIBILITIES

The President's specific responsibilities will include, but not be limited to:

- Continuing to raise the level of excellence of the Chamber's activities and programs.
- Formulating strategies that implement the Chamber's vision and mission in consultation with and for approval by AmCham Shanghai's Board of Governors.
- Advising the Board on future programs and staff needs.
- Ensuring an open and transparent working relationship with all members, including the Board of Governors and Committee Chairs.
- Building on relationships with Chinese and U.S. business, the U.S. Embassy and Consulate General in Shanghai, Chinese and U.S. Government officials, and other NGO organizations and academic institutions to understand and promote the needs of the Chamber's membership.
- Hiring, supervising, managing, evaluating, and developing the professional staff while remaining sensitive to cross-cultural differences.
- Recruiting and retaining members.
- Overall administration of the Chamber.
- Developing and achieving budgets.
- Coordinating and developing programs and events, including collaborations with strategic partners and oversight of high level visits.
- Maintaining solid public and media relations. Serving as the Chamber's spokesperson in coordination with the Chamber's Chair.
- Overseeing all publications and digital products (videos, podcasts, webinars, WeChat postings, emails).
- Oversight of finance and accounting with the maintenance of appropriate financial and operating controls.
- Stimulating and facilitating the work of the Chamber's volunteer industry-based committees.
- Attracting and retaining qualified people for the Board and as Committee leaders.
- Serving as the key public face of the Chamber and maintaining high ethical standards.

## IDEAL EXPERIENCE

At least 15-20+ years of professional experience, with at least 10+ years in a managerial role in either the private or public sector.

A combination of both public and private sector work experience. Past experience in the U.S. government would be an important asset.

A solid understanding of international affairs, government policies, and trade issues. International and China experience, and being comfortable in an Asian environment is essential.

Outstanding relationship and influencing skills.

Strong public speaking and well-honed presentation skills. Media experience would be a plus.

Developed interpersonal skills, diplomatic with solid written, effective oral and active listening skills.

Able decision maker, flexible approach to meeting needs, and high levels of integrity.

The minimum of an undergraduate degree, and ideally further qualifications such as an MBA or MA.

U.S. citizen.

Mandarin language capabilities would be a plus.

## CRITICAL COMPETENCIES FOR SUCCESS

**Operating as a Working CEO** - It is essential the individual has the passion and ability to operate as a hands-on, working CEO. The individual must:

- Be able to lead an organization and set compelling strategic agendas and implementing strategies.
- Have a track record of effectively acting as the public face of an organization, engaging multiple stakeholders, selling a vision as well as overseeing all operational tasks.
- Demonstrate strong financial acumen and experience managing a full P&L.
- Have the ability to lead, engage, motivate and develop staff, and ensure the right organizational structure is in place to deliver on Chamber objectives.

**Ability to Move Effectively Between Public & Business Sectors** - Given the role as leader of one of the most preeminent U.S.-China business associations, the President of AmCham Shanghai must have solid grounding and experience in both the public and private sectors. S/He must be able to speak knowledgeably on U.S.-China public policy issues and engage effectively with Chinese and U.S. government stakeholders, as well as be seen as a commercial leader who is part of the business community. The individual must be able to move comfortably between both sectors, understanding cultures and nuances, be relevant and considered as a valued member of both circles.

**Stakeholder Management & Influencing Skills** - Given the important focus of the role as the public face of AmCham Shanghai, and the need to work with multiple external stakeholders (Members, Board of Governors/Chair, staff, U.S./Chinese governments, media), the President must have strong interpersonal and communications skills and be able to:

- Develop and communicate compelling strategies, services, positions and activities that are relevant to all parties that result in the willingness of multiple stakeholders to actively engage and participate.
- Be a proactive role model who is highly teamwork-oriented, open, approachable and committed to building the success of the Chamber by taking into account the perspectives of multiple parties.
- Combine the arts of persuasion and finesse to develop relationship-building in an environment that must balance both private sector and public policy to foster broad-based consensus in order to implement AmCham Shanghai's objectives and broader outreach/public policy and GR activities.