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工作许可: IANG 签证 (非本地毕业生留港/回港就业安排), 有效期至 2028 年 7 月

个人优势 / 自我评价

深耕新能源汽车行业 12 年的实战派管理者, 具备“懂技术、擅管理、能打仗、快迁移”的复合型操盘手能力。核心优势体现在四大支柱:

- 全链路业务操盘:** 12 年新能源汽车“研-产-销”全链条经验, 从高压工程师到区域总经理, 具备技术底座与商业嗅觉的双重稀缺性。
- 组织变革专家:** 擅长危机中带队逆转, 曾 1 个月内化解团队仲裁危机、精简 46% 人员同时实现零纠纷过渡, 人效提升 85%。
- AI 技术落地:** 香港应用人工智能硕士在读, 开发垂域智能分析系统, 验证小样本场景下的 AI 商业化可行性, 具备技术赋能业务的工程化能力。
- 香港发展定位:** 配偶已长期在港工作, 家庭完成在港定居准备, 寻求长期职业发展, 熟悉大湾区市场, 可助力香港企业开拓内地产业链资源。



工作经历 上汽通用五菱汽车股份有限公司 (服务单公司 12 年, 已离职)

智能机器人营销项目 | 新业务探索 | 2024.08 - 2025.03

——探索智能移动机器人新业务, 负责大客户开发与解决方案定制。

- 产品市场定位:** 主导智能移动机器人产品手册策划与开发, 明确产品核心卖点与市场定位。
- 高价值客户开发:** 独立开发 3 家高价值潜在客户, 定制“一客一案”营销解决方案。
- 市场线索开拓:** 主动开拓并初步摸排 20 余家线索企业, 为销售管道建设奠定基础。

佛山直营店总经理 | 扭亏为盈与团队重建 | 2023.09 - 2024.08

——临危接管处于亏损状态的佛山直营店, 通过系统性运营优化与团队重组, 实现业务逆转与团队平稳过渡。

- 危机逆转:** 接管动荡期团队, 3 月体系内**实销完成率+成本经营**双标杆, 4 月内合规精简 13 人→7 人 (缩减 46%), 实现**零劳务纠纷**平稳过渡, 5 月实销恢复至危机前水平。
- 人效突破:** 重构激励机制与运营流程, 团队**人效提升 85%**, 第三个月达成实销峰值 **62 台/月**, 2024 年 3 月**完成率 117%**居体系前列。
- 盈利改善:** 优化库存结构为直营体系最优, 开发本地商业盟友与保险返点政策, 售后产值持续超额达成, 与当地保险、金融等机构建立战略合作, 为门店创造持续增值收益。

运营及人才发展官 (负责 650+人团队) | 2022.01 - 2023.09

——负责全国直营店运营支持与大规模团队的人才发展体系建设, 推动组织扩张与业务增长。

- 规模化组织建设:** 与 HR 部门精诚合作, 牵头全国直营店招募, 2 个月内将团队规模从 **300 人扩张至 650**

余人，支撑业务快速扩张。

- **薪酬改革驱动业绩**：主导销售岗位薪酬体系改革，设计“管理+业务”双通道晋升路径，成功助力2位“储备合伙人”及6位经理晋升，直接拉动业务增长。
- **培训体系从0到1搭建**：建立直营体系慕课平台及内训师体系，主导4次“合伙人”级大型培训，构建常态化业务学习与分享机制。
- **战略运营支持**：统筹百人级年会、团拜会等大型活动，主导撰写行业级与集团级分享报告，提升组织影响力。

苏州直营店储备合伙人 | 从0到1搭建团队与门店 | 2021.01 – 2021.12

——负责苏州区域全新业务模式的开拓与落地，实现快速开局与资源整合。

- **快速建店与开业**：完成1家商超SHOP店、1家园区LING HOUSE及1家LING LAB的选址、建店与开业，2个月内实现全面投入运营。
- **高效团队组建**：组建并管理一支36人的多功能团队，覆盖新媒体、市场、销售、用户运营等职能，建立标准化管理制度与工作流程。
- **跨界资源整合**：通过线上、线下一体化营销，连续3个月超额完成实销目标；与高新区文旅局签订战略合作协议，实现政企资源联动。

技术研发与用户运营 (2014–2020)

新能源用户中心 | 新模式探索与复制 | 2016.08 – 2020.12

——负责用户运营体系搭建与创新业务模式探索，为后续爆款产品奠定基础。

- **用户体验深度洞察**：带队执行8个月大规模用户体验活动，收集超15000条用户反馈，总结3000余产品提升点，协同研发、质量等部门推动产品迭代。
- **销售奇迹**：12月带队支持交付，创下单月单城实销6000台的纪录。
- **成功模式复制**：将已验证的“柳州模式”成功复制到山东5个城市，为后续宏光MINI爆火奠定坚实基础。

新能源电动车高压工程师 | 产品工程师 | 2014.08 – 2016.08

- ——3年高压工程师经验，获中级工程师认证、1项专利、参与5项行业标准制定
- **核心技术开发**：负责电机系统、DC/DC变换器的设计开发与质量改进。
- **行业标准制定**：参与制定5项新能源行业标准，获得中级工程师认证，拥有1个注册专利。
- **供应商与项目管理**：牵头完成定点供应商调查评价，搭建项目开发计划与培训知识体系。

项目经历

低成本汽车口碑与市场策略智能分析系统 | 香港珠海学院硕士毕设 | 2025.09 – 2026.05 (预计答辩)

——针对新能源汽车行业小样本数据洞察难题，开发一套低成本智能分析系统，实现技术赋能业务决策。

- **技术方案**：基于RoBERTa-wwm-ext中文预训练模型，构建双任务四头架构（方面抽取+情感分类+营销洞察多标签+槽位填充），处理81类产品标签与31类营销洞察标签的BIO标注体系。
- **核心成果**：在小样本垂域数据条件下，F1值从基线0.21提升至**0.6705**，实现数据采集→模型推理→策略输出的端到端自动化。
- **商业价值**：为汽车品牌提供低成本市场洞察MVP，验证AI在业务场景的可落地性，具备直接产品化潜力。

教育背景

香港珠海学院 | 应用人工智能硕士 | 2025.09 – 2026.06 (在读)

- 核心课程:** 人工智能、机器学习、AI 数学、人工智能编程
- 研究方向:** AI 在业务运营、用户画像分析、市场策略预测等场景的落地应用
- 学术成果:** 聚焦低成本智能分析系统开发, 解决小样本数据下的商业洞察难题

广西大学 (211/双一流) | 交通运输 (车辆工程) 本科 | 2009.09 – 2013.06

相关技能与认证

- 中级工程师认证**
- 国家二级计算机水平**
- 注册专利 1 项, 参与制定 5 项新能源行业标准**
- 语言:** 普通话 (二级甲等) | 英语 (工作读写、基础商务) | 粤语 (基础, 可持续学习)。

Professional Summary

—A seasoned practitioner with 12 years of deep experience in the new energy vehicle industry, combining technical expertise, management acumen, and hands-on execution capabilities. Core strengths are demonstrated through four key pillars:

- Full-Value-Chain Business Mastery:** 12 years of comprehensive experience across the entire "R&D–Production–Sales" value chain of NEVs, progressed from High-voltage Engineer to Regional General Manager, combining technical foundation with commercial insight.
- Organisational Transformation Expert:** Adept at leading teams through crisis situations, resolved team arbitration issues and streamlined personnel by 46% within one month while achieving zero labour disputes transition, boosting sales per employee by 85%.
- AI Implementation Capability:** Currently pursuing a Master's in Applied Artificial Intelligence in Hong Kong, developing vertical domain intelligent analysis systems to validate AI commercialisation feasibility in small-sample scenarios, equipped with engineering capabilities to empower business through technology.
- Hong Kong Career Commitment:** Spouse has been working long-term in Hong Kong, family has completed settlement preparations, seeking long-term career development in Hong Kong. Deep knowledge of Greater Bay Area market dynamics and mainland industry chain resources to support Hong Kong enterprises.



Work Experience SAIC-GM-Wuling Automobile Co., Ltd. (12-year tenure)

(State-owned enterprise with 20,000+ employees, leader in the new energy vehicle industry)

Intelligent Robotics Marketing Project | Business Development | Aug 2024 – Mar 2025

—Business development for intelligent mobile robotics, responsible for key account acquisition and customised solution design.

- **Product Market Positioning:** Led the planning and development of intelligent mobile robot product brochures, defining core selling points and market positioning.
- **High-value Client Acquisition:** Independently acquired **3** high-value potential clients, creating "one-client-one-solution" marketing strategies.
- **Market Pipeline Development:** Proactively developed and assessed **20+** prospect companies, laying the foundation for sales pipeline construction.

Foshan Company-Owned Store General Manager | Turnaround and Team Rebuilding | Sep 2023 – Aug 2024

—Turned around a loss-making company-owned store in Foshan through systematic operational optimisation and team restructuring, achieving business reversal and smooth team transition.

- **Crisis Reversal:** Inherited a team in turmoil. Ranked top-tier in sales target achievement (117%) and cost efficiency across the direct-store network in March. Reduced headcount from 13 to 7 (46% reduction) within April through compliant measures, achieving zero labour disputes whilst sales recovered to pre-crisis levels by May.
- **Productivity Breakthrough:** Restructured incentive mechanisms and operational processes, boosted **sales per employee by 85%**, reaching peak net sales of **62 units/month** in the third month.
- **Profitability Improvement:** Optimised inventory structure to become the best within the company-owned store network, developed local business alliances and insurance rebate policies, consistently exceeding after-sales revenue targets, establishing strategic partnerships with local insurance and financial institutions to create sustained value-added income.

Head of Operations and Talent Development (overseeing 650+ personnel) | Jan 2022 – Sep 2023

—Responsible for nationwide company-owned store operational support and large-scale team talent development system construction, driving organisational expansion and business growth.

- **Large-Scale Team Building:** Collaborated closely with HR to lead nationwide company-owned store recruitment, expanding team size from **300 to 650+ personnel** within 2 months, supporting rapid business expansion.
- **Training System Development from Scratch:** Established company-owned store e-learning platform and internal trainer system, led 4 leadership-level large-scale training sessions, building regularised business learning and sharing mechanisms.
- **Strategic Operations Support:** Orchestrated hundred-person scale annual corporate receptions and team gatherings, led the drafting of industry-level and group-level sharing reports, enhancing organisational influence.

Suzhou Company-Owned Store | Operations Lead | Jan 2021 – Dec 2021

—Responsible for pioneering and implementing new business models in Suzhou region, achieving rapid market entry and resource integration.

- **Rapid Store Establishment and Launch:** Completed site selection, construction, and launch of 1 shopping mall SHOP store, 1 park LING HOUSE, and 1 LING LAB, achieving full operational readiness within **2 months**.
- **Efficient Team Building:** Built and managed a **36-person** multifunctional team covering new media, marketing, sales, and user operations, establishing standardised management systems and workflows.
- **Cross-sector Resource Integration:** Achieved continuous over-fulfilment of net sales targets for 3 consecutive months through integrated online-offline marketing; signed strategic cooperation agreement with High-tech District Culture and Tourism Bureau, achieving government-enterprise resource synergy.

Technical R&D and User Operations (2014–2020)

New Energy User Centre | New Model Exploration and Replication | Aug 2016 – Dec 2020

—Responsible for user operations system setup and innovative business model exploration, laying foundation for subsequent hit products.

- **Deep User Experience Insights:** Led 8-month large-scale user experience activities, collected over **15,000** user feedback entries, summarised **3,000+** product improvement points, collaborating with R&D, quality and other departments to drive product iterations.
- **Sales Record Creation:** Led delivery support in December, setting single-month single-city net sales record of **6,000 units**.
- **Successful Model Replication:** Successfully replicated validated "Liuzhou Model" to **5 cities** in Shandong, laying market foundation for subsequent Wuling MINI EV's explosive popularity.

New Energy Electric Vehicle High-voltage Engineer | Product Engineer | Aug 2014 – Aug 2016

—3 years of high-voltage engineering experience, obtained Intermediate Engineer certification, 1 patent, participated in 5 industry standard formulations

- **Core Technology Development:** Responsible for design development and quality improvement of motor systems and DC/DC converters.
- **Industry Standard Formulation:** Participated in formulating **5** new energy industry standards, obtained **Intermediate Engineer** certification, holds **1** registered patent.
- **Supplier and Project Management:** Led supplier evaluation and assessment, established project development plans and training knowledge systems.



Project Experience

Low-cost Automotive Reputation and Market Strategy Intelligent Analysis System | Hong Kong Chu Hai College Master's Thesis | Sep 2025 – May 2026 (Expected Defence)

—Addressing the challenge of small-sample data insights in the new energy vehicle industry, developing a low-cost intelligent analysis system to enable technology-driven business decision-making.

- **Technical Solution:** Built on RoBERTa-wwm-ext Chinese pre-trained model, constructed dual-task four-head architecture (aspect extraction + sentiment classification + marketing insight multi-label + slot filling), handling BIO labelling system with 81 product labels and 31 marketing insight labels.

- **Core Performance:** Under small-sample vertical domain data conditions, improved F1 score from baseline 0.21 to **0.6705** (3.2x improvement), achieving end-to-end automation from data collection → model inference → strategy output.
- **Business Value:** Provides low-cost market insight MVP for automotive brands, validating AI feasibility in business scenarios, possessing direct productisation potential.

Education

Hong Kong Chu Hai College | Master of Applied Artificial Intelligence | Sep 2025 – Jun 2026

- **Core Courses:** Artificial Intelligence, Machine Learning, Mathematics for AI, AI Programming
- **Research Focus:** AI implementation in business operations, user profiling analysis, market strategy prediction scenarios.
- **Academic Output:** Focused on low-cost intelligent analysis system development, solving business insight challenges under small-sample data conditions.

Guangxi University (211/Double First-Class) | Bachelor of Transportation (Vehicle Engineering) | Sep 2009 – Jun 2013

Skills and Certifications

- **Intermediate Engineer Certification**
- **National Computer Rank Examination Level 2**
- **1 Registered Patent, participated in formulating 5 new energy industry standards**
- **Language Proficiency:** **Mandarin** (Native proficiency, Level 2A), **English** (Working proficiency in reading and writing, able to read technical documentation and conduct basic business communication), **Cantonese** (Basic conversational level, committed to rapid improvement to meet daily work requirements in Hong Kong)