

Nomination: 20264

Chris Xiong

Page: General Information
Name of Organization / Company Beijing Data Intelink Technology Co., Ltd.
Logo Download File (https://asiastevieawards.secure-platform.com/file/31290/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjozMTI5MCwiYWxsY3dOb3RTaWduZWVRVcmwiOiJGYWxzZSIsImlnbGE5%85%AC%E5%8F%B8logo_800x800.jpg)
Web Site Address https://www.intelinkgroup.com/ (https://www.intelinkgroup.com/)
Page: Entry Information
Entry Title Chris Xiong
Category X01 - X15 - Individual Professionals > X09. Most Innovative Operations Manager of the Year
Submission Format An Essay of up to 625 Words
Essay <p>Chris Xiong, founder and Chairman/CEO of Beijing Data-Intelink Technology Ltd., is the industry leading pioneer of China performance marketing and ecommerce industry. Chris has more than 20 years' experience in Marketing and Sales and worked in international consumer good company as core role. He is the firmly believer of marketing & sales integration and he is keeping push the evolution of marketing and sales service market. Because of exceptional contribution for industry, Chris is selected as Vice Chairman of China Electronics Chamber of Commerce. In 2024, he is awarded as Year of Influential People in China Ecommerce Industry in TBI (Top Brand Innovation) Award Yearly Ceremony.</p> <p>In 2015, smelling of marketing and sales integration trend, Chris innovatively built a new form of company (Beijing Data-Intelink Tec. Ltd), with integration of Baylian, one of leading ecommerce TP, Bestchoice, a O2O company and part of Bluefocus (China biggest communication group) consumer goods business together. He positioned this company as "a performance marketing led commerce", a completely new type in this industry. In order create a new end-to-end service model in marketing and sales service industry, he leverages consumer as center and drive the linkage of media and purchase behavior with data. Now Data-Intelink is servicing more than 50 global leading company/brand including Blackmores, Braun, Oral-B, Tom Ford etc and achieved 10+ Billions RMB GMV in 2013, as more of top sales company in China. In past years, Data-intelink is awarded more than 100 marketing awards including ROI, Effie golden awards in marketing industry and also is award Five Stars of Taobao Partner in Alibaba, Most Superior Operator in JD etc highest sales industry awards. Now under the innovation leading by Chris, Data Intelink is one of biggest marketing & sales integrated service company in this industry and leading the category evolving.</p>
For this category please provide <p>An essay of up to 625 words describing the nominee's innovative achievements since July 1 2022, OR a video of up to five (5) minutes in length illustrating the same.</p> <p>Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.</p>
Credits
Do You Have Supporting Files You Would Like to Upload? Yes Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4) 200 MB Max per File
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