



Personal Information

Legal Name: Jin ZENG
(English Name: Jean ZENG)
Nationality: Singapore

Husband's name: Tianmu QIN
Father's name: Huajie ZENG (passed away)

Address:
3/F, Block E, IC Park, 310 Yuangang Rd., Tianhe District, Guangzhou, China 510507

Brief profile:
With 30 years international career in footwear industry covering various areas such as product development, merchandising, marketing, retail and e-commerce, Jin has gained extensive experience and global market insight, especially in Asia and North America.

Currently being Country Manager Bata China, Jin is fully responsible of Bata's business development and daily operation in China market, which includes brand licensing, e-com and B2B.

Jin joined Bata group in late 1994 as part of international franchising team in Bata Singapore to develop and manage brand expansion in Taiwan, Hongkong and Brunei markets. And further extended the responsibility as brand manager to market external international brands in Singapore via Bata network of retail and wholesale.

At beginning of 2000, Jin was transferred to Bata Brands (located in Toronto Canada during that time) and appointed a global role of Manager product development & marketing Bubblegummers.

During her 30-year footwear experience, Jin also worked, outside Bata group, with Nine West Canada (Toronto, Canada) and Cels Enterprises (footwear company in Los Angeles, USA), held position of brand sales manager and sourcing manager respectively.

Jin was born in Shanghai, China and currently is a Singapore citizen. She enjoys painting, cooking and travelling in spare time and believes in "a positive thinking brings good luck and changes life".