

## Mark Downing, B.A.Sc., M.B.A.

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### Profile

- Worked for over 14 years at IBM, eBay and Dell in online marketing, business development and strategy
- In current role, received 3 Dell "On the Spot" awards and a Director Award for coordinating global projects
- Possess a strong analytical background with an engineering degree and an MBA specializing in IT
- Hold a deep passion for and understanding of Internet trends and technologies, online marketing and SEO

### Employment

#### **Dell – Online Business Senior Manager**

2006-Present (Dalian, China)

- Leading one of the world's largest e-commerce sites in stakeholder SEO training and governance
- Coordinating SEO with Dell's Social Media & Community team
- Managing global SEO projects involving IT and business teams

#### **iAsure Group** (online marketing and technology firm) – **Senior Advisor**

2006 (Shanghai, China)

- Managed several eBay-funded projects involving acquiring, training and promoting Chinese eBay sellers
- Pitched potential partners on business development and marketing opportunities including deploying eBay to the mobile phone platform in China and the launch of the eBay Live Auction tool among the major Chinese auctioneers

#### **eBay Canada – Senior Category Manager**

2001-2005 (Toronto, Canada)

- Crafted the marketing strategy and ran business development, product development and marketing campaigns to grow the Canadian Collectables, Computer and Business/Industrial categories, overseeing over US \$200 million in annual volume of sales
- Developed business partnerships and marketing campaigns with trade publications, trade shows, auctioneers and authentication services
- Acquired major selling accounts such as Waddington's Auctioneers, Canada Post and the Royal Canadian Mint and provided business strategy and account management to grow several of eBay's top sellers to average annual sales of US \$5 to 20 million
- Led the Seller Development team on user segmentation and buyer/seller metrics analysis and spearheaded a search database to determine buyer demand in order to optimize seller marketing
- Created and launched the most successful user-activation contest to date

#### **IBM – Internet Consultant**

1999-2001 (Toronto, Canada)

- Consulted external and internal clients on online marketing strategies, competitive overviews, usability assessments and Web development strategies
- Performed detailed Web strategy assessments and industry analyses. Launched an online consulting service involving content creation, QA testing and delivering on client engagements

#### **Technology Solutions Company** (IT consultancy, now eLoyalty) – **Associate Consultant**

1998-1999 (Toronto, Canada)

- Performed business case and cost-benefit analyses to compare different CRM solutions for VIA Rail, RBC and Xerox

#### **Vicarb Inc.** (industrial equipment manufacturer, now Alfa Laval) – **Applications Engineer**

1995-1996 (Newmarket, Canada)

- Designed industrial heat exchangers for clients such as Imperial Oil, Magna and Chrysler

### Education

**M.B.A., Rotman School of Management, University of Toronto** (1998)

Exchange program to the **Hong Kong University of Science & Technology**

**B.A.Sc. in Chemical Engineering & Applied Chemistry, University of Toronto** (1994)

### Languages & Interests

- Fluent French (immersion program 1976-90), Intermediate Mandarin
- George Brown Chef School Culinary Arts Certificate (2005), anthropology, opera, scuba diving, travel to 53 countries