



Max Perelman is a graduate student at the Monterey Institute of International Studies where he is earning his MBA as well as an MA in International Environmental Policy. Max's focus of study is sustainable construction within the United States and China. He plans to facilitate the exchange of green building best practices between these two countries.

For the past decade, Max has worked as a business strategy consultant and Internet commerce marketing manager where he engaged in strategy development, process analysis, and requirements gathering. He has over five years of management-level experience leading and project managing multicultural teams of up to 25 members and project budgets of over \$5 million. After launching his career in San Francisco, Max lived in Asia for eight years, managing projects in Hong Kong, Beijing, Bangkok, and Tokyo. He is fluent in Japanese and Chinese.

## Summary of Qualifications

- Proven expertise in business strategy, process analysis, and requirements gathering
- Over 5 years management-level experience leading and project managing multicultural teams of 5-25 members
- Business-level written and spoken language ability in Mandarin Chinese, Japanese, and English
- Academic knowledge addressing sustainable business, financing environmental projects, and policy analysis

## Education

Monterey Institute of International Studies                      Monterey, CA, USA                      Sept 2006-May 2009

- MBA from Fisher Graduate School of International Business
- MA in International Environmental Policy

Cornell University                      Ithaca, NY, USA                      Sept 1994-Dec 1998

- BA in Political Science and Asian Studies
- Magna Cum Laude, Phi Beta Kappa
- Chinese language study at Peking University and Beijing Foreign Language Institute

## Professional Experience

**Independent Researcher and Film Producer**                      Shanghai, China                      June 2007-present

- Conducting original research into green construction in China through the Shanghai Academy of Social Sciences
- Co-producing the Green Dragon Film Project, a multi-media documentary of the China green building research findings

Enviro-International                      Monterey, CA, USA                      Nov 2006-present

### **Assistant to Chief Architect and General Contractor**

*Coordination and research support for a local architect and builder of environmentally-conscious buildings*

- Assisting with process to certify a Carmel, CA construction project as green using the US Green Building Council's Leadership in Energy and Environmental Design for New Construction certification system (LEED-NC)
- Providing project management, budgeting and contract assistance during the design and construction phases
- Advising on most appropriate environmentally benign building techniques, materials, appliances, and fixtures
- Advised on a number of local projects regarding rebates, government incentives, and certification programs such as Energy Star and LEED for New Homes

**Independent Consultant**                      Monterey, CA, USA                      Nov 2006-Present

- Directly assisting the mayor of Pacific Grove to create and implement sustainable development strategies for the city
- Developed sustainability strategies for *Clinica de Salud del Valle de Salinas (CSVS)* and the *Monterey Institute*
- Conducted research on greenhouse gas emissions tracking systems for *Natural Logic, Inc.*
- Assisted in design and implementation of the *Monterey Institute of International Studies'* technology strategy
- Designed web-based system for *Greenfuse Energy* for a water demand offset retrofit program

## Max Perelman (page 2)

Amway Japan Ltd.

Tokyo, Japan

Nov 2001-Aug 2006

### **Leader, Communications Digital Projects Group**

*Leadership and program management of all new major digital marketing initiatives*

- Managed 10 direct reports and reported to Chief Communications Officer and Chief Financial Officer
- Co-led 40+ person project team with US\$5 million budget to rebuild the company's e-Commerce website with US\$400 million annual sales. Responsible for all business work streams including strategy, business requirements, functional specifications, information architecture, creative design, content development and promotions
- Led 10+ person team with US\$1.5 million budget to plan, develop and implement an Enterprise Content Management system containing the company's entire marketing content, enabling single-source publishing to multiple media channels. The new system was estimated to save the company US\$1.8 million annually
- Oversaw all other new digital marketing projects, including personal webpage service for 700,000+ users, content management systems for internet and print publications, interactive product simulators and search engine optimization

### **Leader, Communications Planning and Analysis Group**

*Strategy and analysis for one of Japan's largest e-business and marketing programs*

- Managed 6 direct reports and reported to Chief Communications Officer
- Developed and maintained mid-term (3-5 years) digital strategy and roadmap encompassing 25 corporate and brand websites as well as a mobile/PC e-Commerce site (annual online sales grew from US\$300 to US\$400 million)
- Calculated ROI for media campaigns (paper, multi-media, email, mobile, and PC) with audience of 1 million distributors
- Led development of a data dashboard for executives to track media performance metrics against costs as well as all user research and testing of communications media and real-time user tracking for all digital media
- Led 15-person team to launch new corporate website on time and within budget

Independent Consultant

Bangkok, Thailand

May 2001-Aug 2001

### **Project Manager**

*Website build for Thailand's leading pay TV provider*

- Sold project and then led 5-person international team to rebuild company website. Managed all aspects of website build including: deliverables creation, client relationship, project scope and client expectations

marchFIRST

Hong Kong, SAR

Feb 2000-Apr 2001

### **Business Analyst**

*Digital business strategy for Thailand's leading pay TV provider (Bangkok)*

- Re-aligned client's Internet initiatives and corporate strategic objectives that the client estimated saved over US\$3 million
- Created new website business requirements and functional specifications

*Marketing and communications initiatives for marchFIRST Greater China (Hong Kong)*

- Designed and created all marketing materials and managed localization of company name into Chinese.
- Managed launch of local bi-lingual corporate website and coordinated all press conferences and events

*Streamlined business process for Japanese automotive manufacturer's global websites (Hamburg and Tokyo)*

- Analyzed client's European site production processes through on-site interviews, created an actionable and comprehensive production plan to centrally maintain a content management system in Japan containing all content and site templates for Asia, Latin America and Middle East car distributors to maintain local web presences
- Created operating plan detailing team structure, production techniques, guidelines, and templates for quality assurance and content translation/localization

*Business analysis and project management for Hong Kong housing estate's web portal (Hong Kong)*

- Coordinated with client to identify business requirements
- Assisted in designing new site's functionality, information architecture and user interface
- Coordinated with client's technology vendor to create functional specifications for the estate resident management system built using BroadVision personalization and content management system

## Max Perelman (page 3)

USWeb/CKS

San Francisco, CA, USA

Nov 1999-Jan 2000

### **Business Analyst**

*Economic model for an Internet portal/network*

- Built components of a model analyzing potential cost/revenue streams for site functions

(N.B.: USWeb/CKS merged with Wittman Hart to form marchFIRST in March 2000)

Mitchell Madison Group

San Francisco, CA, USA

Oct 1999

### **Business Analyst**

*Asia-Pacific expansion plan for management consulting firm*

- Assessed viability of potential business opportunities for offices in the region. Developed case for opening first office in Hong Kong (then helped open the HK office a year later)

(N.B.: Mitchell Madison Group was acquired by USWeb/CKS in November 1999)

### **Languages**

Native English

Business Japanese (2003 JLPT level 2, 2005 ILR L2+)

Business Mandarin Chinese (including 1.5 years study in Beijing)

### **Certifications**

LEED-NCv2.2 Accredited Professional

Planning and Managing Projects (IPS, 2004)

### **Trainings**

Energy Efficient Lighting, Solar Water Heating Systems, Title 24 Non-Residential Building Envelope, Natural Ventilation and HVAC

### **Coursework**

Environmental Issues in Business, Financing Environmental Projects, Data Analysis and Research Methods, International Environmental Law, Environmental Science and Policy, Policy Analysis and Communication, Managing China Business Strategy

### **Associations**

US Green Building Council (USGBC), Association of Environmental Professionals (AEP), California Straw Building Association (CASBA), Marina Technology Cluster small business "incubatee", Rotary International, Net Impact, Toastmasters