



Ghazwan Taka

Shanghai, China • +86 150 0008 6954
ghazwantaka@gmail.com • [LinkedIn](#)

Dual Citizen of USA & Canada

Highly energetic and self-driven professional with winning mentality and extensive experience across various geographical regions in leading teams and strategies that drive value proposition that positions organization for global sustainable and profitable growth, while strictly upholding the values and interests of shareholders and organization as a whole.

Assertive, dynamic, and high level of emotional intelligence with proven track record in leading teams to develop and implement business and operational strategies to achieve sustainable growth targets. Skilled in developing and coordinating global go-to-market strategies and branding initiatives to create value and gain competitive advantage yielding profit to fund growth. Expert at successfully developing and implementing plans, demonstrating market/competitor knowledge, supervising contract/agreement negotiation, and ensuring strict compliance with corporate governance and global standards. Collaborative communicator focused on building constructive relationships and enhancing processes to achieve operational excellence and scalability, while operating within an inclusive environment.

Areas of Expertise

- Project Lifecycle Management
- Continuous Process Improvement
- Team-building & Leadership
- Value creation & Go-to-Market
- M&A and Contract Negotiations
- Cross-functional Collaboration
- Business Analysis & Strategic Plans
- Profit & Loss Ownership
- Risk Assessment & Mitigation

Career Experience

The Woodbridge Group (Shanghai, China)

2020 – Present

Regional Director, Business Development & Product Management, China & APAC

Create five-year strategic vision and plan to expand business approved and supported by company's board. Establish costing, quoting, and contract analysis standards as well as generate effective turnaround plans. Lead high sales and profit margin generation by mentoring commercial, technical, and operations teams in comprehending products/services' value proposition. Maximise value proposition and optimise pricing and payment/contractual terms through effective "win-win" negotiation strategies with customers.

- Raised sales by 30% and steered development and execution of five-year strategic plan towards goal of CNY 3,000M of profitable growth organically and through targeted M&A activities.
- Achieved CNY 1,900M sales by managing region's business and product initiatives, such as polyurethane molded foam products for automotive seating applications.
- Increased +10% gross profit by restructuring organisation, consolidating footprint/capacity, shedding of non-profitable business, and renegotiating prices/contracts with customers and JV partners.
- Leveraged and enhanced 20-year global automotive network and fostered robust relationships with current/future customers and partners.
- Led successful settlement of CNY +35M of legacy open economics issues and secured margins via recovery of raw material cost and institution of raw material adjustment mechanism reviewed bi-annually.
- Facilitated expansion into Tianjin region as part of first phase of strategic plan implementation and accomplished CNY 250M of annual profitable sales through multi-year contract negotiation with Tier 1 Toyota subsidiary.

Yanfeng Woodbridge Lightweight Composites (Shanghai, China)

2018 – 2020

General Manager

Designed and finalized joint venture deal with global automotive Chinese state-owned enterprise component supplier, Yanfeng Group, on balanced terms for both shareholders. Led the setup of joint venture within China and launched Expanded Polypropylene molding plant by coaching and empowering 100 teammates. Steered acquisition and integration of sun visor sub-assembly business with annual CNY 150M revenue. Earned trust of board members and government officials to support effective execution of JV vision and strategy.

- Developed APAC/Europe venture by executing JV contract with Yanfeng Group with CNY 100M start-up capital and board approved five-year business plan and strategy.
- Secured board's trust and support to start-up JV, directing and instituting global operating systems as well as standards of various disciplines, including P&L management, manufacturing processes, technology, engineering, procurement, finance, HR, sales, and program management.
- Directed successful launch of world class manufacturing plant within budget and ahead of schedule.
- Successfully attained and launched CNY 100M in annual sales, meeting business plan and board approved objectives

The Woodbridge Group (Troy, MI, USA)

2008 – 2018

General Manager

2015 – 2018

Developed automotive Tier 1 business unit and steered growth of Expanded Polypropylene molded products development and manufacturing activities. Spearheaded P&L in collaboration with 650 team members across Canada, USA, Mexico, France, and Germany. Coordinated with two Chinese SOE automotive Tier 1's and negotiated JV's for expansion into China.

- Enhanced top line sales by +100% and profit from 14% to +19% EBITDA, through relentless focus on teammate engagement, value proposition selling, continuous improvement, and strict adherence to lean operating standards.
- Strategically expanded scope of business into non-automotive applications by creating differentiating value proposition and patented product in "cold chain" packaging industry.
- Secured \$20M yearly revenue by 25% EBITDA with strategic non-automotive packaging partners.

Director, Global Product & Technology

2008 – 2015

Headed product establishment and delivered assistance to technical/purchasing customers regarding value-proposition. Built high-performing technical and sales team, consisting of six senior managers for performance excellence. Established and directed product strategy deployed across centralized global sales structure and facilitated articulation of value-proposition to customer's technical & purchasing communities.

- Steered organic growth from \$15M to \$200M through execution of vision/strategy approved and supported by board.
- Played active role in directing program management, costing, sales, and product/process/tooling development disciplines to solidify profitable position and grow market share by expanding automotive product applications.
- Led global initiative to promote and leverage patented lightweight alternative to seat metal frames by targeting automotive OEMs directly and secured growth of product from 1.2M vehicles/yr (2009) to >25M vehicles/yr (2022) that utilizes the product globally.

Additional Experience

Operations Manager, The Woodbridge Group (Greensboro, NC, USA)

Sr. Project Manager, Georgia Gulf (Woodbridge, ON, Canada)

Founder, Assistant General Manager, Sahara Al-Kuwait General Contracting Co. (Kuwait)

Product Manager, The Woodbridge Group (Mississauga, ON, Canada)

Development Team Leader, The Woodbridge Group (Mississauga, ON, Canada)

Manufacturing Engineer – Intern, Solvay Automotive, (Troy, MI, USA)

Continuous Improvement Coordinator – Intern, Magna International (Markham, ON, Canada)

Education

Global Executive Masters in Business Administration

China Europe International Business School (Shanghai, China) 2019 - 2022

Bachelor of Applied Science (Honors) in Civil Engineering | Option in Management Science and Structural Engineering

University of Waterloo (Waterloo, ON, Canada) 1995 - 2000

Certifications

Certificate of Completion of Six Sigma Design of Experiments Course, The Woodbridge Group (Mississauga, ON, Canada)

Certificate of Completion of Lean Manufacturing Customized Program, University of Michigan (Ann Arbor, MI, USA)