

# VERONIQUE HASSLER

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## EDUCATION

National Taiwan Normal University, Chinese  
04/2021 - 03/2022

University of Cologne, B.Sc.  
Business Administration  
10/2015 - 02/2020

Shanghai University of  
Finance and Economics,  
Summer School  
07/2019

University of International  
Business & Economics  
Beijing; Business & Chinese  
08/2017 - 06/2018

## FURTHER EDUCATION

Business Etiquette Trainer  
Certified by CCI and  
KniggeAkademie, 10/2022

Greater China Today: The  
People's Republic, Taiwan  
and Hong Kong  
Certified by Harvard  
University, 10/2021

## LANGUAGES

German (Native)  
English (C2)  
Chinese (B2)  
French (B2)  
Italian (B1)

## PROFESSIONAL EXPERIENCE

### ALIPAY+ - ANT INTERNATIONAL

Business Development Manager DACH & CEE | Munich | since 09/2023

- Responsible for strategically developing partnerships with major European luxury brands and wallets; generating significant revenue growth
- Project lead for major sporting events such as UEFA EURO 2024 and the UEFA European Under-21 Championship with Alipay+ as main sponsor
- Representing the brand as a speaker at industry events and workshops.

### ALIBABA.COM

Business Development Manager DACH | Munich | 11/2022 - 09/2023

- Building and managing the sales pipeline
- Building and maintaining customer relationships with executives and decision-makers of SMEs in the DACH region
- Developing the pricing strategy for the 2024 fiscal year
- Supporting marketing activities such as trade fairs and live streams with over 40,000 viewers
- Planning and conducting webinars

### SEW EURODRIVE

Sales, Operations & Strategy China | Bruchsal | 05/2022 - 10/2022

- Management of supply chain bottlenecks
- Mediation between the German headquarters and local Chinese companies
- Support of Chinese delegations

## VARIOUS INTERNSHIPS

### AUDI AG

Project Steering Emerging Markets (Brazil, China, India, Russia) | Ingolstadt |  
08/2020 - 02/2021

### DEUTSCHE TELEKOM AG

Procure-to-Pay Process Management and Internal Communication | Cologne |  
04/2019 - 06/2019

### ECOPROG GMBH

Energy Technology Consulting Support | Cologne | 04/2016 - 03/2019

### DAIMLER GREATER CHINA LTD.

Procurement and Supplier Quality & Interim Executive Assistant | Beijing |  
01/2018 - 07/2018