

Jeff Lee

李耿杰 · GENGJIE LI

Regional Commercial Leader | Maritime & Heavy-Lift | APAC Enterprise BD & GTM

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PROFESSIONAL SUMMARY

19-year B2B commercial leader in maritime, offshore and heavy-lift logistics across APAC — built and led country operations from zero, closed individual deals exceeding US\$20M, and negotiated long-cycle contracts with C-level stakeholders at global shipowners, EPC contractors and energy OEMs across China, South Korea, Saudi Arabia, UAE, Australia and Singapore.

Built China operations from greenfield for ALE Heavy-Lift, growing to a 10-person multi-disciplinary team, and led commercial capture for renewables OEMs at DHL with a US\$60M logistics budget. Personally closed a US\$20M+ single deal and delivered ~40 project-cargo voyages over two years with 10–12% cost savings through strategic carrier optimisation.

CORE SKILLS

Enterprise B2B Sales & Deal Closing · C-Level Engagement (VP / SVP / C-Level) · APAC Go-to-Market Strategy · Greenfield Market Entry & Regional P&L · Team Building, Hiring & Coaching · Complex Multi-Stakeholder Negotiation · Maritime & Offshore Domain Expertise · Pipeline Generation & Forecasting · Charter Party & BIMCO Contract Negotiation · Cross-Border Customs & Regulatory Compliance · HSE / Safety Operations Sales · Budget Management (US\$60M+)

COMMERCIAL & PROJECT EXPERIENCE

Sector Head — Renewables, East Asia

Aug 2024 – Aug 2026

DHL Global Forwarding · Budget ~US\$60M

- Owned commercial capture and execution for renewables OEM clients including **Envision Energy** and **SANY Heavy Industry**, managing the full APAC go-to-market motion from lead generation through contract close.
- Personally led and closed complex multi-year logistics agreements exceeding **US\$20M** per deal, negotiating directly with VP / SVP / C-level stakeholders at client headquarters.
- Built and maintained C-level relationships with shipowner, EPC and OEM executive teams across China, South Korea and Southeast Asia, positioning DHL as preferred logistics partner for wind turbine, BESS and solar cargo.
- Chartered MPP, bulk and deck-cargo vessels; negotiated BIMCO charter parties (Supplytime, Heavycon, Bargehire, GENCON) — owning the full commercial cycle from bid to award to delivery.
- Delivered **~40 project-cargo voyages** over two years under a ~US\$60M budget, achieving 10–12% cost savings through carrier optimisation and route engineering.
- Coordinated cross-functional resources across Sales, Engineering, Operations, Customs and HSE to ensure customer success and repeat business.

Country Manager — China

Jul 2015 – Mar 2022

ALE Heavy Lift · Mammoet

- Built China operations from greenfield** — established the legal entity, hired and developed a 10-person multi-disciplinary team (BD, engineering, operations), and owned the full regional P&L and GTM strategy.
- Led commercial capture of landmark offshore and LNG projects, negotiating directly with shipowners, yard operators and EPC C-level teams across China, South Korea, Saudi Arabia and the UAE.
- Executed world-record heavy-lift operations: **Arctic LNG-2** (646-axle SPMT manoeuvre of a single superstructure, 2022) and the **17,000-tonne Sewol** wreck load-in at Mokpo, South Korea (2017) — each

representing multi-million-dollar contract value with complex safety and stakeholder requirements.

- Drove new-logo acquisition and strategic account expansion across APAC, growing the client base to include major NOCs, international EPCs and Korean / Chinese shipyards.
- Implemented HSE and safety programs resulting in zero lost-time incidents across all operations — a direct selling point for safety- and operations-led procurement.

Senior Business Development Manager — Industrial China

Apr 2022 – Aug 2024

AtkinsRéalis (formerly SNC-Lavalin / Atkins)

- Developed EPCM logistics proposals for industrial and energy clients across APAC, leading the commercial and technical bid process from qualification through submission.
- Coordinated cross-functional bid teams across Engineering, Legal and Finance, aligning proposal strategy with client HSE and operational requirements — directly transferable to safety- and operations-led selling.
- Built relationships with industrial procurement and operations teams, positioning the firm for pre-FEED / FEED and FEL2 / FEL3 scope awards.

Earlier Commercial Roles

Mar 2006 – Jun 2015

Shanghai Huayun Shuntong I&E · Tianjie Heavy Industry

- **Vice Sales General Manager** (2015) — managed global sales of heavy-transport equipment, closing deals across 15+ countries.
- **Sales Manager** (2007–2015) — exported trailers and SPMTs to 15+ APAC and MEA markets, building distributor networks and closing fleet supply contracts with shipping and construction groups.

EDUCATION & LANGUAGES

Bachelor of Economics, International Economics & Trade

Guangdong University of Foreign Studies

English — professional working proficiency

Mandarin · Cantonese · Teochew — native