JOHN PIERRE

Lakewood, WA | (206) 387-9892 | john@johnpierre.me | linkedin.com/in/johnpierrenw

SUMMARY

Sales leader who spent a decade in Chengdu, the last six years selling high-tolerance CNC manufacturing to aerospace and robotics buyers in the West. Opened a new data center cooling sales channel at Sunbird Manufacturing, signing $300,000 in letters of intent with 2 customers. Earlier built and sold a bakery, led a Western coffee brand's entry into Chengdu, and closed 5 AAA game studios as a sales manager.

EXPERIENCE

Director of Business Development | Chengdu Beiji (Sunbird Manufacturing)
Chengdu, China, and remote from Lakewood, WA | April 2024 to present
Lead business development for a high-tolerance CNC manufacturer with aerospace and robotics customers, more than 100 employees, and three factory locations.

- Signed letters of intent with 2 data center customers for $300,000 over 2 years, representing 60% of new business, by bringing the shop's aerospace and robotics tolerances to cooling components.
- Played a pivotal role in negotiating the purchase of two additional Chinese factories, one for fabrication and one for injection molding, increasing manufacturing capacity by 100%.
- Continued focus on AI optimization with agentic workflows for sales and follow-up, and AI-augmented quality assurance that strengthened ISO 9001 compliance and cut QA paperwork chasing by 30%.
- Represented the company at DCAC Austin and Data Center World Singapore, and met with hyperscale data center operators.

Account Manager | Chengdu Beiji (Sunbird Manufacturing)
Chengdu, China | June 2021 to March 2024
Joined full time after a consulting contract to own accounts and new business for a growing machine shop.

- Grew revenue 30% in the first full-time year by rebuilding the company website with the president, running LinkedIn outreach, and starting a local trade show program.
- Helped hire and train 3 local sales staff and worked with the president to move the shop into a space twice the size as production ramped.
- Managed customer relationships across China and in California, including on-site visits.
- Moved early on AI, introducing LLM-enabled lead research and prospecting in early 2023.

Sales Consultant | Chengdu Beiji, through Johnny 5 Consulting
Chengdu, China | December 2020 to June 2021
Six-month contract to fix the sales process at a Chinese machine shop selling to Western buyers.

- Won 3 new machining customers worth $30,000 in the first 3 months by building a prospecting and follow-up process that kept the shop's Chinese relationship model.
- Started a daily floor standup and tighter quality checks that the shop kept after the contract ended.

Founder and Principal Consultant | Johnny 5 Consulting
Chengdu, China | May 2018 to December 2020
Ran a market-entry and sales consultancy for more than 10 brands, mostly Chinese companies and Western brands entering Chengdu.

- Led a Western coffee brand's early entry into Chengdu, opening 5 locations in the first year. Grew flagship annual revenue 150%, from 300,000 RMB (about $43,000 USD) to 750,000 RMB (about $109,000 USD), while added locations grew a steady 65% year over year.
- Moved the brand into food delivery early, placing it in the top 10% of the Chengdu coffee market at the time.
- Wound the firm down in late 2020 when client work collapsed during COVID; Chengdu Beiji, one of the last clients, hired me full time.

Owner and Founder | Johnny 5 Donuts
Chengdu, China | October 2014 to June 2018
Drew on an early-career pastry apprenticeship in Las Vegas to open a viral Western donut shop in Chengdu from scratch with a partner.

- Grew annual revenue from about 200,000 RMB (about $30,000 USD) to 410,000 RMB (about $63,000 USD) by the sale, at about 36% net margin, with 40% coming from wholesale clients including Shangri-La Hotels.
- Grew a WeChat following to 4,000 in six months through community marketing, which led to press coverage and Chinese television features; sold the business to a larger bakery consolidating Western brands.

Sales, Social Media, and PR Manager | Streamline Studios
Las Vegas, NV | September 2013 to September 2014
Sold AAA game art and content outsourcing to studios and producers.

- Closed outsourcing contracts with 5 game studios, including Capcom, Volition, and 2K Games, through a long sales cycle built on LinkedIn prospecting, producer relationships, and meetings booked ahead of the Game Developers Conference.
- Led organic growth through social media outreach and targeted art and production content, and coordinated delivery between teams in the United States and Malaysia after deals closed.

Guest Services Manager | MGM Resorts International, Aria Resort and Casino
Las Vegas, NV | October 2012 to September 2013
One of 6 managers running the front desk of a 4,004-room Forbes 5-Star and AAA 5-Diamond hotel, reporting to the senior hotel operations manager.

- Cut overtime 23% and turnover 18% for a 45-person union front desk team by checking each week's schedule against occupancy forecasts and running weekly skills observations, recognition, and attendance follow-ups.
- Grew room-upgrade revenue 11% and guest satisfaction scores 13% by owning room assignment, upgrades, and service recovery across housekeeping, bell, casino marketing, and the villas.

EDUCATION

Bachelor of Arts in Business Administration, Marketing. University of Maine at Presque Isle. May 2026. Summa cum laude, 3.96 GPA.
Chinese language program. Sichuan University, Chengdu. 2018 to 2020.

CERTIFICATIONS

Google Digital Marketing and E-commerce Professional Certificate, Coursera, February 2025.
IBM Data Analyst Professional Certificate, Coursera, August 2025.

SKILLS

Process Improvement | Project Planning | Stakeholder Management | Vendor and Supplier Management | Cross-Border Operations | Workforce Planning | Recruiting and Onboarding | Quality Management Systems | CRM | Mandarin Chinese (Professional Working Proficiency)