MY WORK EXPERIENCE @ CMR

• Conducted Chinese market research to evaluate and determine entry strategies for international companies seeking to sell to Chinese consumers

• Analyzed the competitive landscape faced by four different clients of CMR to construct insights on how these companies should reposition themselves in terms of product line, marketing, targeted consumer segments and multiple other factors

• Constructed and edited slides for meetings with clients

• Attended meetings and presentations with CMR’s clients, gaining insight into their respective markets and current business trends in China

• Edited CEO Shaun Rein’s book The War for China’s Wallet to be published December 2017 about the interaction of Chinese government developments and strategies with international and mainland business dynamics—seeking to advise foreign businesses on how to succeed in the Chinese market
EXCELLENT MENTORSHIP OPPORTUNITIES

By seeking out mentorship at CMR, actively discussing with and learning from the directors at the company, I learned a remarkable amount of information about:

- the rise of new industries and markets in China
- the political dynamics that heavily impact conglomerates and startups alike under Chinese President Xi Jinping (such as China’s One Belt One Road Initiative and the CCP’s anti-corruption crackdown)
- the greatest challenges faced by corporate entities operating in China given modern youth mentalities and the nation’s recent economic trends
- and many lessons for young entrepreneurs that want to make large-scale impact and disrupt lagging industries.

If you seek mentorship and look to learn outside the boundaries of your IIP’s everyday work responsibilities, CMR is a fantastic place to gain invaluable insights.
One thing I enjoyed most about working at CMR was being in the heart of Shanghai’s financial center—a hub of business and intellectual activity in one of the world’s most coveted urban centers. For anyone interning at CMR, it’s critical to take advantage of Shanghai’s mix of Chinese and global syncretism. If you speak Mandarin, engage with locals and ask questions. I learned just as much outside the office as within, if not more.
IMPACT OF MY WORK

While it’s difficult for two-month interns to truly make a tangible dent at an organization, I found that maintaining a strong work ethic, constructively challenging the work produced in group projects, and arriving early to work on a frequent basis all make impacts on the energy level, aggregate work quality, and motivation of the team.

In terms of my tangible impact, however, the work I did in editing CEO Shaun Rein’s *The War for China’s Wallet* not only gained me access to comprehensive research and new realms of knowledge, but also helped expedite and hopefully improve the content produced. Thanks to Shaun Rein, I also had the opportunity to join interviews with company heads and former ambassadors.
PERSONAL IMPACT

• My experience at CMR critically helped to connect my more theoretical academic understanding of economic trends and modern Chinese society to tangible, real-world applications.

• On the basis of speaking with Shaun Rein and Ben Cavender (IIP interns’ supervisor and CMR’s second in command), I learned from their guidance a more prudent trajectory for the advancement of my career. The clarity gained from mentorship amplified my confidence to take greater entrepreneurial risk after college, to seek as much training and mentorship as possible through work in my 20s, and to only actively look for stability later in life.

• By approaching my work at CMR proactively, I also learned more efficient research and optimization methods that allow me to prioritize the more important kernels of knowledge and strategy over trivial details.
• If there are any opportunities to **work directly with managers, directors or CEOs**, take them! You will gain valuable **mentorship**, learn about the nuances of building and growing a company or organization, and if you do a good job, you will have someone you can contact who will help you in the future.

• Get to know everyone in your office and **build relationships**. Try to learn as much as possible from employees, **be humble**, and always gear up for the day with a **resolute, positive attitude**.

• Get to the office *slightly* early every day and **start your most focused work early**. You will build momentum and a strong **routine**.

• Take advantage of your city, especially if it’s Shanghai!! Go to local eateries, practice and immerse yourself in the language, and **live with a host family if possible!!**
MORE PRO TIPS!!

• **Be detail-oriented** and make sure that what you produce makes sense and complements the context of your overarching project.

• **Travel during weekends** (or explore your city). Especially if in a far-flung region from home or Princeton, take advantage of **lower travel costs** (sp. flights) to nearby destinations, but plan well and be frugal with single days off, making sure to make up all work.

• Read about the **history, politics and economy of your placement country** to better ask questions when you meet people outside of work and more effectively get an insider’s perspective.

• Don’t watch too much TV from home; **get out of your apartment** and go see, eat and do things. **Meet people**. Treat your placement city like your home.

• And again, ask lots of questions.