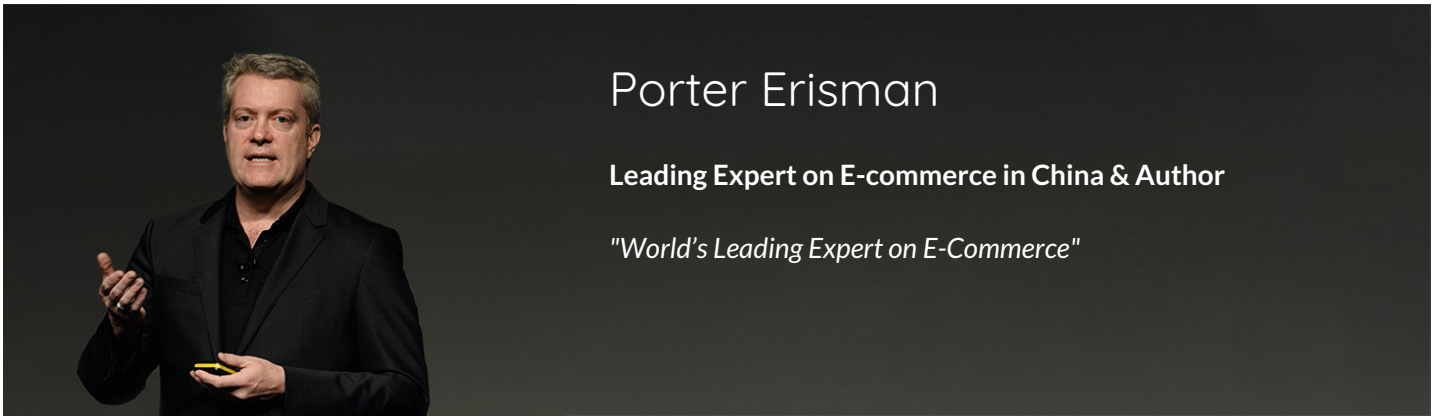

Porter Erisman

Leading Expert on E-commerce in China & Author

"World's Leading Expert on E-Commerce"

Porter Erisman is a leading expert on E-commerce with more than 20 years of experience working in China and an Entrepreneur. He is also the Former Vice-President at Alibaba Group, China's internet giant, an award-winning film producer and author.

TOPICS:

- Crocodile in the Yangtze: The Alibaba Story
- How Alibaba Grew into an E-commerce Giant
- E-Commerce Opportunities in Emerging Markets
- The Story of a Westerner Inside China's alibaba.com
- Inside Jack Ma: Combining the Best of Chinese Culture and Silicon Valley
- Spirit to Create a Unique Company Culture
- Alibaba's World: How a Remarkable Chinese Company is Changing the Face of Global Business

LANGUAGES:

He presents in English.

PUBLICATIONS:

2017	Six Billion Shoppers: The Companies Winning the Global E-Commerce Boom
2015	Alibaba's World: How a remarkable Chinese company is Changing the Face of Global Business

IN DETAIL:

After studying for an MBA in the United States, Porter Erisman returned to China and worked at Ogilvy & Mather in Beijing, overseeing an Internet marketing group as China's Internet began to take off. From 2000-08, Erisman worked as a Vice-President at Alibaba.com and Alibaba Group, at various times leading the company's international website operations, international marketing and corporate affairs. Erisman wrote, directed and produced *Crocodile in the Yangtze*, an independent documentary memoir film of the nearly 10 years spent at China's Alibaba.com. The film presents a rare behind-the-scenes look at China's Internet revolution and was awarded "Best Documentary" at the San Francisco United Film Festival.

WHAT HE OFFERS YOU:

Porter Erisman has spoken at conferences around the world and has been featured in leading media. He provides audiences with an overview of e-commerce in emerging markets, including examples from India, Africa, and Southeast Asia.

HOW HE PRESENTS:

Porter Erisman combines wit and extensive knowledge of business and e-commerce in China to deliver impeccably informative and enlightening speeches.