

From Google to Zound –

“A candidate journey through Strategy, Operations and Supply Chain”

Weiwei Yue is a young executive female in male dominated operations function and Holtryd & Partners just helped her to make a career change after 7 successful years at Dometic Group. In this article she will tell us about her journey.



Weiwei's Career

Weiwei started her career at Google 2003 in California, where she was responsible to launch and manage Google AdWords in the Swedish market. Through this journey she found an interest in growth strategy and started working as a management consultant at the company Booz Allen Hamilton in Stockholm and Shanghai, helping companies to create the right strategy and operating model.

In 2011 Weiwei joined Dometic when the company was acquired by the new owner EQT. She started focusing on a companywide cost down purchasing program where she was frequently traveling to global factories. The program resulted in new ways of working and opportunities for competitive sourcing. By year two Weiwei and her team had overachieved the saving targets and she started working with supply chain development; lowering inventories and to develop a smother SOP process globally. During her last year at Dometic Weiwei has been focusing on taking the group sourcing strategy to the next level, as the company has more than doubled in size and become publicly traded. Weiwei thinks it has been a rewarding experience, working in manufacturing environments has taught her that you can sometimes learn more talking to a forklift driver at the warehouse than from financial reports.

In her career Weiwei has almost always worked with improvements; first on a strategic level and later more hands on in turnaround situations. Weiwei is passionate to drive concrete changes with clear results.

Weiwei & Zound

In her new role as the Chief Supply Chain Officer she will lead the purchasing, planning, logistics & distribution activities in Zound Industries (<https://www.zoundindustries.com/>). Weiwei is looking forward to enabling Zound Industries future strategy through optimal supply chain strategy and efficient execution. She is excited to together with the team deliver Zound industry's brand promise to consumers across the world through excellent products available at the right place and right time.

Who is Weiwei?

Weiwei was born in Peking, China and moved to Stockholm when she was 11 years old. Since then she has lived in Singapore, USA, Thailand and Shanghai through studying and working abroad. Since 8 years back she is living and working in Stockholm. Weiwei is a curious person and likes to explore new things. In her spare time she likes to spend time with her friends and family, she also enjoys wave surfing which has taken her to many unexpected places to meet people she would not otherwise have encountered.

Weiwei says she is grateful to have several female role models in her career. In her first job at Google she worked with Sheryl Sandberg, who went from a white house career to Google and later became the COO of Facebook and author on gender equality. Sheryl showed that one can do many different things during a successful career, which inspired Weiwei to take the opportunity to test different roles. Weiwei says that she doesn't focus too much on gender differences in her every day work but rather at the task at hand, she feels that a constructive and solution focused approach is a good starting point working with most people. However, she does see that several industries today are still heavily male dominated and there is still a lot of work to be done to reach more diversity and balance. One tips from Weiwei is to become part of a women's career network for inspiration, support and exchange of ideas, she feels it's rewarding especially for women working in male dominated industries.

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