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/ Mr. Lixin Cheng - Senior Vice President of ZTE Corporation

Mr. Lixin Cheng - CEO Of ZTE USA



Mr. Lixin Cheng currently serves as Senior Vice President of ZTE Corporation, President of ZTE North America Mobile Devices Business Unit, and Chairman and CEO of ZTE USA. Mr. Cheng joined ZTE in June 2010 as President of North America Region of ZTE Corporation and CEO of ZTE USA. Since that time, Cheng has grown the ZTE North America handset business from near zero to the fourth largest smartphone vendor. Cheng oversees all aspects of the ZTE North America mobile device business across R&D, product planning, sales, marketing, supply chain, and customer service.

Cheng has more than 25 years of experience in the telecommunications industry, with expertise in the areas of sales, marketing, R&D management, supply chain management, M&A, and executive

management in joint ventures, start-ups and public companies. He has extensive business experience and a network that spans 58 countries around the world.



Before moving to the United States in 2001, Cheng held the position of Vice President of Sales and Supply at Ericsson Panda Ltd. where he increased annual sales tenfold to \$1.6 billion and localized the supply chain in China, all within a three year timeframe. From September 2001 to January 2004, Cheng served as Director at Ericsson Wireless Inc. in San Diego, California where he was responsible for developing Ericsson's CDMA business in various international markets. Cheng then joined Axesstel Inc. as President where he increased the startup's sales from \$4 million to over \$95 million in less than two years, playing a critical role in Axesstel's successful public listing in 2005. Cheng founded ALA Group, Inc. in late 2006, providing consulting services to technology companies wanting to increase their penetration in the U.S. and Asia markets.

Cheng also serves on the Board of Directors of CommNexus, a non-profit technology industry association based in San Diego that works to accelerate the formation, growth, and success of technology.

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