



Alumnus Subject Graduated Wen Zhang
MA Marketing
2010
Place of Work Position Standard Chartered
Sales Officer, SME Banking



Standard Chartered is a large multinational bank that was formed in 1969 following the merger of the Standard Bank of British South Africa and the Chartered Bank of India, Australia and China.

Wen's position as Sales Officer involves client relationship management, from pre-sales to after service care. He graduated with an MA in Marketing in 2010.

Great minds *go on to* great places

Why did you choose to study at Royal Holloway?

Royal Holloway is one of the best universities in the UK for teaching and research, this was my first reason. Secondly, it is famous for its beautiful campus, especially Founder's Building. I wanted to be near London, but not have all the distractions, so studying at a campus based university in Egham was great for me.

What were your experiences of living in the UK?

As an undergraduate I was studying in the University of Nottingham's Chinese campus in Ning Bao, so I had been to the UK a couple of time before. This was my first time overseas for studying though. At first it was a little difficult because the language was something of a barrier, but I didn't get lonely because I shared a house with four other Chinese students, who also studied at Royal Holloway, although not on my course. It was a very enjoyable experience, sharing a house off campus, especially in summer when we used to have BBQs in the garden and invite friends over.

Why did you choose Marketing?

The School of Management is really famous in China for Information Security, so I had heard about it. I looked at the range of postgraduate options available and decided that I would study Marketing, as it is an interesting area of Management and is something that I wanted to do in my future career. I studied International Business and Management at undergraduate level, which gave me a broad range of knowledge that I could then apply to my area of specialism.

Do you have an outstanding memory?

I remember a lot of studying! Because I was not fluent in English I had to study really hard so that I could do well in my modules. But it wasn't all about studying; I also travelled a lot around the UK, visiting the cities with my friends, and getting a better sense of the local cultural life. That was a lot fun, we had a great time, and it is probably one of my best memories.

What was your favourite aspect of the course?

I really enjoyed the teamwork aspect, because in China there is no element of teamwork in university degrees. In the UK we used to have teamwork projects in each of our modules, and it really helped improve my English. In my current role I am working on group assignments, so the skills that I learned, the importance of integrating with others, helps me to do this.

Do your studies help you in/with your career? Or 'Have your studies helped you with your career?'

Yes, definitely. In particular, the theory behind the customer experience helps me with my daily work. My job is very customer facing, so understanding how to serve them well is key to delivering a good customer experience. Marketing Metrics was probably my favourite course. I also got the highest mark in this module, so I think that if you enjoy something it is much easier to do well.



people *with* passion

“Don't give up: it might be difficult to start with, but if you work really hard then you will make it”



Please tell us about where you work.

My current role involves a lot of client relationship management. I meet with the Finance Directors of SMEs, to talk about the products that we can offer these types of businesses and work out how the bank can assist with the growth of the company. After the client has purchased a product, I maintain the relationship, following up to ensure that the product is working in the best possible way for them. I do feel that what I do is quite good for fostering a more entrepreneurial culture, because we want to assist people with starting up their own small businesses. In addition, I am also involved in business development, researching companies and meeting with potential clients. Networks are really important because a connection can help you reach targets at work.

What are the best parts of your job?

When companies are successful in their application for a loan: I know that I've done my job well!

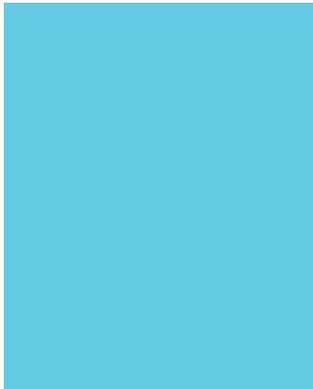
How do you stay connected with the College?

I recently attended the Chapter event in Beijing with some class mates. I think that it's really important to have these networks because you can exchange business opportunities. I got a lot of business cards from the Chapter event, which will hopefully be useful in the future. The Chapter events are also a great chance to meet people from your course with whom you may no longer be in contact.

Do you have any tips for students thinking about studying abroad?

Firstly, prepare well because your grasp of English will determine how well you do on your course, and how quickly you make friends. Secondly, study hard – it's what you are there for – but don't spend all your time studying. It's important to strike a balance between academia and extra-curricular activities. Thirdly, communicate and make friends with local people to improve your English.

Don't give up, because it might be difficult to start with, but if you work really hard then you will make it.



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