

Yingting Cheng

role

Programme Leader Fashion Business
Istituto Marangoni School of Fashion Paris

Currently working as a Lecturer and Programme Leader for Fashion Business at Istituto Marangoni Paris, Yingting Cheng boasts seven years of international experience in the management and development of international projects in Europe and in China.

Her specialties range from International affairs and Business negotiation to Cross-cultural management, as reflected also in her position at ENPC School of International Management in Paris, where she worked until August 2015 as a Project manager, responsible for study trips, international programmes, and marketing analysis for Strategic Marketing Plans.

Strongly self-motivated, results oriented, and imbued with exceptional organisational skills, Yingting Cheng gained an MBA in International Business from ENPC MBA Paris (Ecole des Ponts ParisTech) in 2011, before starting off her career as an independent consultant carrying out business development projects in China, Africa, and Europe. In her brief entrepreneurial experience as a founder of RDV Board Games Bar, Shanghai, China, where she carried out the marketing and promotional strategy of the company, she was able to get over 100 new customers each month in one single year. Cheng is also the author of two appealing publications: Better Place Story (2011) and the latest Go to Market Plan of the Bridge (2015).