

# Porter Erisman

## Leading Expert on E-commerce in China & Author

CSA CELEBRITY SPEAKERS

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.

**"World's Leading Expert on  E-Commerce"**

## 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.

## 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.

## Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

## How to book him?

Simply phone or e-mail us.

## 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