

JAMES ANDERSON

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OBJECTIVE

Dedicated and experienced professional with a passion for education and a track record of success in leadership and strategic development. Seeking a challenging role where I can leverage my diverse background to drive innovative educational initiatives and contribute to organizational growth and success.

EXPERIENCE

CEO, Anderson Guangzhou Consulting LTD.

September 2019 - Present

- **Strategic Development:** Formulated and executed high-quality business strategies and comprehensive plans, ensuring the successful establishment and long-term viability of the company.
- **Operational Oversight:** Assumed full responsibility for all company operations and business activities, ensuring alignment with our overarching mission and strategic objectives, while consistently delivering desired results.
- **Educational Partnerships:** Forged meaningful partnerships with numerous local educational institutions, facilitating consulting projects across diverse domains such as English language instruction, sports, and the performing arts (musical theatre, choral, dance, and private lessons).
- **School Programs:** Pioneered collaborative programs for after-school and weekend activities in partnership with both local and international schools, fostering enriching educational experiences.
- **Study Abroad Consultation:** Provided valuable consultancy services to educational companies and local families seeking guidance on study-abroad opportunities, thereby contributing to students' educational aspirations.
- **Market Expertise:** Maintained a profound understanding of international education trends within the fields of music, drama, and dance, ensuring our services remained at the forefront of industry advancements.
- **Team Leadership:** Managed a diverse team, including teachers, teacher assistants, and marketing and sales professionals, fostering a collaborative and productive work environment.
- **Talent Acquisition:** Spearheaded the recruitment and screening processes for all staff members, ensuring the selection of qualified individuals who shared our commitment to excellence.
- **Curriculum Development:** Designed specialized curricula and organized tailored events, enhancing the educational offerings and experiences provided by the company.

International Speaker & Vocal Soloist

September 2005 - Present

- **Educational Outreach:** Delivered over 100 impactful presentations on international education, study abroad opportunities, and American culture to diverse audiences across China and South Korea. These presentations fostered productive partnerships with prominent organizations such as New Oriental Education Group, Global IELTS, and Wailian Investment Company in Shanghai.
- **Vocal Performances:** Showcased my vocal abilities on renowned stages worldwide, with recent highlights including captivating solo performances at the prestigious Xinghai Concert Hall in Guangzhou, China.
- **Cornet and Vocal Artistry:** As a versatile artist, I have demonstrated my musical talents as both a cornet player and vocal soloist with the renowned Salvation Army New York Staff Band. My musical journey has taken me to iconic venues such as the Royal Albert Hall, Lincoln Center, and Alice Tully Hall, enhancing the profile of the Salvation Army's musical endeavors on a global scale.

- **Music Education:** Played a pivotal role in nurturing the musical aspirations of young talents, serving as a band conductor and choir trainer at various summer music camps in the United States. Additionally, provided mentorship and coaching to aspiring pop singers in China, guiding them to achieve notable success in renowned competitions such as the Voice of China.
- **Judicial Roles:** Honored to serve as a Chief Judge for the esteemed International Voice Competition organized by IVY Events, contributing to the recognition of outstanding vocal talents on an international stage.
- **Broadway Artistry:** Showcased my talents as a featured Broadway soloist in various Chinese cities, including Guangzhou, Dongguan, Shenzhen, and Zhuhai. My performances alongside orchestras in China have demonstrated my dedication to the art of Broadway musical theatre.
- **TEDx Engagements:** Demonstrated my intellectual capabilities as a two-time speaker at TEDx Songshan Lake events, delivering thought-provoking speeches. Moreover, I took pride in training a choir to perform at a TEDx event and guiding one of my students to debut her song, "Stars Apart," at the TEDx Songshan Lake event.
- **Public Speaking Engagements:** Leveraged my expertise and experiences to address diverse topics, including the transformative power of music, international education, study abroad preparation, and immigration opportunities worldwide. My insights have been sought after by numerous organizations and companies, making a lasting impact through my engaging speeches.

General Manager, Global Expressions, GT LAND Guangzhou

September 2018 – August 2019

- **Strategic Planning:** Developed business strategies and plans aimed at a successful launch and sustainability of the business venture.
- **Operations Oversight:** Assumed responsibility for overseeing all company operations and activities to ensure alignment with the company's mission and strategy.
- **Educational Partnerships:** Established connections with educational institutions in both China and the United States.
- **Global Education Knowledge:** Maintained a deep understanding of international education trends, particularly in music, drama, and dance.
- **Team Management:** Managed a diverse team, including teachers, teacher assistants, and marketing and sales teams.
- **Sales and Marketing Strategies:** Designed and implemented sales and marketing strategies to support recruitment and business sustainability.
- **Study Abroad Program Development:** Led the creation of Summer and Winter Camp study abroad programs in the United States.
- **Talent Acquisition:** Directed staff recruitment and screening processes.
- **Curriculum and Event Design:** Designed specialized curricula and organized company events.

Founder/CEO , Global 360 International, New Jersey

June 2015 – August 2018

- **Strategic Planning:** Developed business strategies and plans aimed at a successful launch and sustainability of the business venture.
- **Host Family Coordination:**
 - Recruited, vetted, interviewed, and managed between 70 to 80 host families annually for international Winter and Summer programs.
 - Handled all documentation, compliance, and logistical coordination, ensuring exceptional experiences for host families and international students.
- **Operations Oversight:** Assumed responsibility for overseeing all company operations and activities to ensure alignment with the company's mission and strategy.
- **Educational Partnerships:** Established connections with educational institutions in South Korea, China and the United States.

- **Global Education Knowledge:** Maintained a deep understanding of international education trends, particularly in music, drama and dance.
- **Team Management:** Managed a diverse team, including teachers, teacher assistants and marketing and sales teams.
- **Sales and Marketing Strategies:** Designed and implemented sales and marketing strategies to support recruitment and business sustainability.
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Extended Learning Programs Director , Eastern Christian School

June 2009 – May 2015

- **Strategic Planning:** Developed and implemented comprehensive strategies aligned with institutional short-term and long-term goals, resulting in sustained program growth.
- **Operational Leadership:** Oversaw operations ensuring alignment with the institution's strategic vision, mission, and pursuit of operational excellence.
- **Team Management:** Directed and mentored staff, creating a cohesive, efficient, and highly productive team environment.
- **Educational Instruction:** Delivered engaging instruction in English, Music, and Sports during summer camps and after-school programs.
- **Vendor Management:** Managed external vendor relationships, optimizing resource use and service quality.
- **Staff Recruitment:** Led comprehensive hiring and interviewing processes, consistently recruiting highly qualified program staff.
- **Host Family Coordination:**
 - Recruited, vetted, interviewed, and managed between 70 to 80 host families annually for international Winter and Summer programs.
 - Handled all documentation, compliance, and logistical coordination, ensuring exceptional experiences for host families and international students.
- **Program Leadership:** Directed all Academic and Experiential programs occurring outside regular school hours, including After School programs, Eagles Learning Center, and International Student Camps.
- **Financial Management:** Developed, managed, and optimized budgets, effectively allocating resources and meeting financial goals.
- **Professional Development:** Created professional development programs for seasonal staff, significantly enhancing their skills, effectiveness, and job satisfaction.
- **Study Abroad Programs:** Designed, executed, and managed robust domestic Summer and Winter study abroad camps, enriching the institution's educational offerings.
- **Staff Hiring Oversight:** Managed hiring processes for Winter and Summer camp staff, ensuring highly qualified personnel.
- **Program Customization:** Tailored programs to diverse student needs, enhancing the appeal and effectiveness of the school's camping initiatives.
- **Marketing and Public Relations:** Strategically led all marketing and public relations activities, substantially increasing visibility, enrollment, and stakeholder engagement.
- **Global Educational Partnerships:** Cultivated and expanded strategic partnerships with educational institutions across China, South Korea, and the U.S., extending the program's international reach.
- **International Engagement:** Conducted extensive international recruitment and relationship-building travel, averaging five annual trips to China and South Korea.

Assistant Camp Director, The Salvation Army, Camp Tecumseh

June 2005 – September 2009

- **Achieving Operational Goals:** Held accountability for meeting annual operating goals, including camp programming, facility operations, risk management, expense and cash management targets, personnel management, and the maintenance of physical properties.
- **Program Development and Evaluation:** Spearheaded the creation, implementation, and assessment of comprehensive and purpose-driven camp programs.
- **Team Management:** Provided supervision for year-round staff, seasonal camp staff, and volunteers, ensuring a well-coordinated and effective team.
- **Marketing and Global Recruitment:** Took charge of all marketing efforts and international travel initiatives for recruiting staff members from diverse global backgrounds. Coordinated collaborations with international staff recruitment agencies to attract talent from around the world.
- **Facility and Rental Management:** Developed and managed year-long facility rentals and group bookings, optimizing resource utilization.
- **Staff Training:** Designed and conducted staff training programs, including lifeguard and safety training, to ensure the safety and competence of team members.

EDUCATION

JANUARY 2005

WILLIAM PATERSON UNIVERSITY, BA MUSIC, Voice, Piano & Trumpet

AREAS OF EXPERTISE

- Leadership
- Relationship Building
- Communication
- Cultural Competencies
- Strategic Planning
- Team Management
- Business Development
- Innovative Thinking