

Management Profile and Community Services

管理層履歷
與社區服務



Dr. Tsai Yen Yu

Executive Director: Dr. Tsai Yen Yu (alias Tsai Yen Pin) (“Dr. Tsai”)

Aged 58, is the founder and the Chairman of the Group. Dr. Tsai founded the Group in 1972 and is responsible for the Group’s overall management, strategic planning and development, and formulation of company policies and business strategy. Dr. Tsai is a renowned professional beauty expert in Taiwan as well as in the PRC and has been engaged in the beauty and skin care industry over 30 years. In these years, Dr. Tsai has been awarded numerous honours, positions and prizes including:

- ▶ Top 20 most influential businesswomen in Taiwan
- ▶ Honorary Doctor of Commerce, Dewey University, the United States of America (the “US”)
- ▶ Outstanding Entrepreneurs of Taiwan awarded by Taiwan Women’s Business Association
- ▶ Chairwoman of Industrial Cooperation Program in Tamkang University, Taiwan
- ▶ Chairwoman of Taiwan Beautician Association, Sessions VI
- ▶ Vice Chairwoman of Taiwan Golden Trademark Association, Session II
- ▶ Principal supervisor of Taiwan Intellectual Property Protection Association
- ▶ Principal consultant in National Beauty Parlor Association of the PRC
- ▶ Honorary Principal of Chungming High School in the PRC
- ▶ “Bai Yu Lan” Award by the Shanghai City Government

Executive Director: Lee Ming Ta (alias Lee Ming Tah)

Aged 58, the husband of Dr. Tsai, is an executive director of the Group and is responsible for the general administration and internal management of the Group. Prior to joining the Group in 1993, Mr. Lee had worked for various financial institutions at senior management level for over 10 years in corporate management and staff training. Mr. Lee graduated in Fengchia University in Taiwan with a bachelor degree in Banking and Insurance.

Executive Director: Su Chien Cheng

Aged 33, the son of Dr. Tsai, is an executive director of the Group and Vice President of Natural Beauty Cosmetics Company Limited (“NB Taiwan”). He is responsible for the financial management and sales and marketing of the Group. Mr. Su graduated from the University of Westminster with a master degree of business administration and is also a doctorate candidate of the Shanghai University of Finance and Economics of the PRC. He joined the Group in 1999.

Executive Director: Su Sh Hsyu

Aged 31, the daughter of Dr. Tsai, is the Managing Director & CEO, China. Furthermore, she has been appointed as an Executive Director of the Group since September 21, 2004. She is responsible for managing the business and overseeing the operation in the PRC. She advises the Group in various aspects including i) strategic planning and development, ii) project management involving in the full process from development to roll-out of products and services, iii) exploring new distribution channels and advising on the enhancement of the existing ones and iv) identifying potential strategic partner and involving in the negotiation of partnership. Dr. Su graduated from the London School of Economics with a master of science degree in industrial relations, personnel management and human resources management and obtained her PhD in International & Comparative Education, Columbia University in New York, US. Dr. Su had been actively engaged in the marketing and business development of the Group in Taiwan and the PRC during the period from 1998 and 2000.

Independent Non-executive Director: Yeh Liang Fei

Aged 73, worked in the police force of Taiwan for more than 40 years. Mr. Yeh held senior positions in several police bureaus in Taiwan. After his retirement from the police force, Mr. Yeh was appointed the honorary President of Ta Feng Securities Co., Ltd. in Taiwan. He is very experienced in administration and human resources management in large organisations. Mr. Yeh graduated from Central Police Officer College of Taiwan. He was appointed as the Company's independent non-executive director in March 2002.

Independent Non-executive Director: Chen Shieh Shu Chen

Aged 50, is a director of Taipei Australia International Investment Pty. Ltd., a company engaged in real estate development in Australia. Mrs. Chen is also a director of Ho Yin Garments Manufacturing Co., Ltd. in Taiwan. She has been a director of Taipei Australia International Investment Pty. Ltd. for over 10 years and is experienced in property investment, general management and global trading. Mrs. Chen graduated from Soochow University of Taiwan with a bachelor degree of Arts in History. She was appointed as the Company's independent non-executive director in March 2002.

Independent Non-executive Director: Chen Ching

Chen Ching, Independent Non-Executive Director of the Group, is the Managing Partner of Dinkum & Co, CPAs in Taiwan and has over 14 years of experience in accounting. He was a part-time lecturer of the Accounting Information Department in Takming College from 2000 to 2001 and Accounting Department in Chung Kuo Institute of Technology from 2001 to 2002, respectively, both of which are tertiary academic institutions in Taiwan. Mr. Chen is an Independent Director of Yufo Electronics Corporation, a company listed on the GreTai Securities Market (Over-The-Counter Market) in Taiwan. Mr. Chen graduated from the National Cheng-Chi University with a master of science degree in accounting and is a member of Certified Public Accountants Association of Taiwan.

Senior Management: Lee Yung Chiu

Aged 64, is the general manager of NB Shanghai and is responsible for the Group's operations, business planning, human resources and the business operations of dedicated counters in the PRC. Mr. Lee graduated from Taiwan Nat, Taiwan University with a bachelor degree of Foreign Language and Literature. Mr. Lee is highly experienced and has over 40 years of experience in the beauty and cosmetics sector in the Greater China Region. Prior to joining the Group in 2002, he was the Chief Executive Officer of Taiwan Shiseido Cosmetics Corp. Ltd. and has held key positions in various organisations including the director of Taiwan Area Cosmetics and Toiletries Association, director of Republic of China Consumer Association and manager of Taiwan Cosmetics and Underwear One Price Friendship Association.

Senior Management: Lin Fu Shui

Aged 55, is the Chief Executive Officer of NB Taiwan and is responsible for the Group's operations, business planning and human resources in Taiwan. Mr. Lin holds a bachelor's degree in Economics from Tunghai University of Taiwan and has over 30 years of experience in corporate management in Taiwan. Prior to joining the Group in 2002, Mr. Lin has served senior management positions in various enterprises, including Family Mart Co. Ltd. and Pao Long International Co. Ltd..

Senior Management: Yan Yi Ling

Aged 44, is the Head of accounting and finance for NB Shanghai and is responsible for the financial management and accounting function of the Group's PRC operation. Ms. Yan holds a master degree in Statistics from West Virginia University in the US. Prior to joining the Group in 2000, Ms. Yan worked in various commercial bank holding management position and has over 10 years of working experience in internal control and business administration.

Senior Management: Lin Hin Ju

Aged 43, is the head of Sales for NB Taiwan and is responsible for the planning, development and operation of the franchise programme in Taiwan, the supervision of the dedicated counters sales activities, marketing and promotional activities in Taiwan. Ms. Lin holds a Diploma in Apparel Design from Shih Chien University of Taiwan and has studied Business Management in Tamkang University of Taiwan and Linguistic Science in Michigan State University. Prior to joining the Group in 1993, Mr. Lin worked in a German cosmetics group and The Body Shop Taiwan.

Senior Management: Wang Pang Chi

Aged 52, is the Head of administrative division for the Group and is responsible for daily overall administration and operation of the Group. Mr. Wang studied banking management in a business college at Tamsui in Taiwan and has accumulated many years of experience in corporate management. Mr. Wang joined the Group in 1981.

Senior Management: Fong Chiu Hsia

Aged 50, is the head of accounting and finance for NB Taiwan and is responsible for the financial management and accounting function of the Group's Taiwan Business. Prior to joining the Group in 1980, Ms. Feng worked in an international accounting firm and has served management positions in a number of corporations in the region and has over 30 years of experience in accounting, finance and auditing.

Senior Management: Chan Yan Kwan, Andy

Aged 36, is the Financial Controller and Company Secretary of the Group. Mr. Chan is responsible for the financial planning and monitoring. He graduated from the University of Hull in the UK with a bachelor's degree in economics (economics and accounting) in 1992. He is an associate member of the Hong Kong Institute of Certified Public Accountants and a fellow member of the Association of Chartered Certified Accountants. Prior to joining the Group in July 2004, Mr. Chan worked in an international accounting firm and had served senior financial positions in a NASDAQ listed company and a renowned German exhibition company.

執行董事：蔡燕玉博士（又名蔡燕萍）（「蔡博士」）

58歲，本集團創辦人兼主席。蔡博士於一九七二年創辦本集團，負責本集團的整體管理、策略規劃及發展、制定公司政策及業務策略。蔡博士在台灣及中國大陸為享負盛名的專業美容專家，並在美容及護膚業內擁有超過30年經驗。近年，蔡博士榮獲多項榮譽、職銜及獎項，包括：

- ▶ 台灣20個最有影響力的女企業家
- ▶ 美利堅合眾國（「美國」）杜威大學商學榮譽博士
- ▶ 台灣傑出工商婦女
- ▶ 台灣淡江大學建教管理研究班班主任
- ▶ 台灣儀容美協會第六屆理事長
- ▶ 台灣金商標協進會第二屆副會長
- ▶ 台灣智慧財產權保護協會監事長
- ▶ 中國大陸工商聯美容工會首席顧問
- ▶ 中國大陸崇明中學榮譽校長
- ▶ 上海市政府頒授的「白玉蘭獎」殊榮

執行董事：李明達

58歲，蔡博士的丈夫，本集團執行董事，負責本集團的行政及內部管理。於一九九三年加入本集團前，李先生曾於多間財務機構任職高級管理職務，於企業管理及員工培訓工作方面擁有超過10年經驗。李先生畢業於台灣逢甲大學，擁有銀行及保險學學士學位。

執行董事：蘇建誠

33歲，蔡博士的兒子，本集團執行董事兼為自然美化粧品股份有限公司（「自然美台灣」）之副總裁，負責本集團的財務管理與銷售及市場推廣工作。蘇先生畢業於英國西敏寺大學，擁有工商管理碩士學位，並為中國大陸上海財經大學的博士研究生，於一九九九年加入本集團。

執行董事：蘇詩琇

31歲，蔡博士的女兒，中國地區董事總經理兼行政總裁。此外，彼於二零零四年九月二十一日獲委任為本集團執行董事。彼負責管理中國之業務及監督其營運。彼於多個範疇為本集團提供意見，包括i)策略規劃；ii)涉及由發展以至推出產品及服務整個程序之項目管理；iii)開拓新分銷渠道及就提升現有渠道提供意見；及iv)物色潛在策略夥伴及參與磋商合夥。蘇博士畢業於英國倫敦政治經濟學院，擁有工業與人事管理及人力資源的關係管理碩士學位，並獲美國紐約哥倫比亞大學頒授國際及比較教育博士學位。蘇博士由一九九八年至二零零零年期間已積極參與本集團在台灣及中國大陸的市場推廣及業務發展。

獨立非執行董事：葉良輝

73歲，曾服務台灣警隊逾40年。葉先生曾於台灣擔任多個警察局高級職位，並於警隊榮休後，獲委任為台灣大豐證券的榮譽董事，於大型機構行政及人力資源管理工作方面積逾豐富經驗。葉先生畢業於台灣中央警官學校，於二零零二年三月獲委任為本公司獨立非執行董事。

獨立非執行董事：陳謝淑珍

50歲，為一家從事澳洲房地產發展公司台澳國際投資有限公司的董事，亦是台灣合胤製市廠有限公司董事，並在台澳國際投資有限公司擔任董事職務超過10年，在物業投資、一般管理及全球貿易工作方面經驗豐富。陳太畢業於台灣東吳大學，擁有文學士學位，主修歷史。陳太於二零零二年三月獲委任為本公司獨立非執行董事。

獨立非執行董事：湛清

湛清，本集團獨立非執行董事，為台灣鼎信聯合會計師事務所主管合夥人，從事會計工作逾14年。彼曾於二零零零年至二零零一年期間擔任德明技術學院的會計資訊科兼任講師，亦於二零零一年至二零零二年期間擔任中國工商技術學院會計科兼任講師，上述兩間學院均為台灣之專上學院。湛先生亦為育富電子股份有限公司（為一間在台灣證券櫃檯買賣中心上櫃之公司）之獨立董事。湛先生畢業於國立政治大學並取得會計碩士學位。彼為台灣會計師公會會員。

高級管理層：李榮秋

64歲，自然美上海總經理，負責本集團統籌運作、業務規劃、人力資源及統籌中國大陸專櫃業務等工作。李先生於台灣國立之台灣大學畢業，取得外文系及文學學士學位。李先生在大中華地區之美容及彩粧銷售業務方面積逾40年經驗。李先生於二零零二年加入本集團前，曾在台灣資生堂股份有限公司任職高層管理人員，並於多個組織擔任相關公職服務，包括台灣區化粧品洗滌公會理事、台灣消費者協會理事及台灣化粧品·內衣不二價聯誼會總幹事等等。

高級管理層：林福水

55歲，台灣自然美首席執行官，負責台灣之集團統籌運作、業務規劃及人力資源等職務。林先生於台灣東海大學畢業，取得經濟學學士學位。林先生在台灣地區企業管理積逾30年經驗，於二零零二年加入本集團前，林先生曾於福客多商店股份有限公司及寶隆國際股份有限公司擔任高級主管。

高級管理層：顏逸翎

44歲，自然美上海會計及財務主管，負責本集團在中國大陸業務的財務管理及會計工作。顏女士擁有美國西維珍尼亞大學統計學系碩士學位。於二零零零年加入本集團前，顏女士曾於多間商業銀行擔任管理職位，並在內部管理及業務行政工作方面積逾10年工作經驗。

高級管理層：林敏如

43歲，台灣自然美銷售主管，負責規劃、拓展及經營台灣加盟業務，督導專櫃銷售業務、台灣之促銷及推廣活動等工作。林女士於台灣實踐大學畢業，取得服裝設計文憑，並在台灣淡江大學及美國密西根州立大學分別進修企業管理及語言。林女士於一九九三年加入本集團前，曾於一家德資化粧品集團及The Body Shop Taiwan工作。

高級管理層：王邦畿

52歲，本集團行政主管，負責本集團日常整體行政及運作。王先生於台灣一間商科學校淡水工商管理專科學校學習，主修銀行管理，在企業管理工作方面積累多年經驗。王先生於一九八一年加入本集團。

高級管理層：封秋霞

50歲，台灣自然美會計及財務主管，負責本集團台灣業務之財務管理及會計工作。封女士於一九八零年加入本集團前，曾於一間國際會計師事務所工作，並於區內數間企業擔任管理職位。彼於會計、財務及審計積逾30年經驗。

高級管理層：陳仁君

36歲，本集團財務總監兼公司秘書，負責財務計劃及監督。彼於一九九二年畢業於英國University of Hull，持有經濟學士學位（經濟及會計學）。彼為香港會計師公會會員及英國公認會計師公會資深會員。於二零零四年七月加入本集團前，陳先生曾任職一家國際會計師行，亦曾於一家納斯達克上市公司及一家著名德國展覽公司擔任高級財務職位。

SUMMARY OF COMMUNITY SERVICES

Believing in the principle of serving the society with what you get from the society, Dr. Tsai Yen Pin, the founder of the Group, has put every resource of the Company in many charity activities in response to the call from the government, such as its donation of RMB1,000,000 to the Shanghai Charity Foundation for the setting up of charity funds; donation of RMB200,000 to 中華健康快車基金會 for the provision of free surgery treatment to the poor cataract patients; donation of RMB2,600,000 to China Children and Teenagers' Fund for putting emphasis on the issue of safe and healthy growth of the Chinese children; donation of around RMB2,000,000 for the scholarship for poor outstanding students, rewarding scheme for brilliant teachers, construction of libraries for pivotal schools, construction of the School of Hope; donation of money and resources for the rescue of Hubei Flooding, totaling approximately RMB1,000,000; donation of NT\$2,000,000 to help the recovery of Yunnan earthquake; donation of RMB2,000,000 for Spring Festival Party of Political Consultative Members; support to the government's reemployment programme and the Labour Bureau for broadcasting of the “激情創業” programme on the China Central Television; facilitating business startup of nationwide venture winners selected by the Labour Bureau and subsidising them with RMB100,000 venture capital fund each week, totaling RMB5,200,000 per year as well as the production spending of RMB13,500,000. Dr. Tsai also invested to expand the chain of Natural Beauty in a rapid pace in order to make more people to start up their own businesses or create employment opportunities. Moreover, Dr. Tsai also donated more than RMB1,000,000 in terms of resources to fight against SARS and participated in numerous charity activities. Since 1992, Dr. Tsai has donated more than RMB30,000,000.

社區服務概要

自然美創辦人蔡燕萍博士本著取之社會用之社會的原則，響應政府的號召，盡公司所能，做了大量的公益善事，如：出資人民幣100萬元在上海慈善基金會設立慈善基金；捐贈中華健康快車基金會20萬元，為貧困的白內障患者免費手術治療；捐贈中國兒童少年基金會260萬元，關注中國兒童安全健康成長的問題；捐助貧困優良學子獎學金、獎勵優秀教師、為重點學校建造圖書館、援建希望學校約200萬元；捐款捐物贊助湖北洪水約100萬元、雲南地震賑災濟難又捐款台幣200萬元；捐贈春節政協聯歡會200萬元；支持政府再就業工程與國家勞動部中央電視臺制播《激情創業》欄目，共同扶植全國各地勞動局選送的創業優勝者並為其每周提供創業基金10萬元，一年共捐520萬元，花費製作費用1350萬元；不惜投資迅速擴大自然美加盟連鎖體系，讓更多人創業、就業；抗擊非典時又捐100多萬元物資獻愛心及其它公益善事數不勝數，自1992年至今捐贈總額超過3000萬元。