

# Shun MA

Founder & CEO of Profound Beauty Sports®

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## Summary

- Director of Sports Association of Peking Uni. MBA Alumni;
  - Founding Member of
    - Lvye Outdoor BBS, [www.lvye.org](http://www.lvye.org), from 2003,
    - Team GSM, Peking Uni. GSM Outdoor Sports Club,
  - Race Director of:
    - UTDP Ultra Trail Dapeng Peninsula, 168Km
    - UTDH Ultra Trail DunHuang Silk Road, 100Km
    - UTXWT Ultra Trail Mt. Xiaowutai, 50Km
    - Ultra Trail Bogda, 168km
  - Races Finished:
    - Marathon: 30+
    - Ultra Trail 100KM: 10+
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## Experience

### Founder & CEO at Profound Beauty Sports

([ai.moyu.me](http://ai.moyu.me)) January 2015 - Present

A leading platform of trail running race supporting, specialises in live trail and face recognition, our products such as Running Camera, the first photos sharing app base on face recognition in China;

### Founder & Chairman at Silver Line ([zhaoyinzi.com](http://zhaoyinzi.com))

March 2014 - Present

[zhaoyinzi.com](http://zhaoyinzi.com), online lending with Zhaoyinzi DualEscrow® technology.

- Launched on August 2014; Top 40 national wide;
- 1.7 Billion RMB volume of transactions in 20 months;

### Vice President, China Region at First American Financial Corporation (NYSE: FAF)

November 2006 - August 2013 (6 years 9 months)

First wholly foreign owned real estate guaranty company in China; Have branches in Beijing, Tianjin, Shanghai and Shenzhen.

Providing Bridge Loan Facility, Gap Guaranty, Escrow, Fund Supervision. Mortgage Broker, Real Estate Brokerage and Consulting etc.

Owned by First American Corporation (NYSE: FAF ), a fortune 500 company; Total Investment 200 Million RMB. Paid in Capital 100 Million RMB;

## **Director, Customer Service & Sales Support at SOUFUN.COM (NYSE:SFUN)**

June 2003 - August 2006 (3 years 2 months)

Soufun.com is a world-leading real estate web portal. The years from 2003 to 2006 were its development phase, in which its business coverage cities were developed from less than 10 to more than 50.

Job Description:

- Managed a large team with 10-20 members; reporting to General Manager/Vice President; providing marketing, BD, training and customer service support to 8 sales teams of Beijing branch;

## **Operation Manager at China UnionPay**

February 2000 - May 2003 (3 years 3 months)

Sanjin was the largest third-party payment network at that time, as well as the largest bank card POS network operator, which constructed and operated a payment network covering 100 thousand merchants from Hunan, Hubei, Jiangxi, Anhui and Guizhou. The company was merged by China UnionPay later on.

Job Description:

Joining in the company as Trainee Manager of the branch company, fully in charge of team management, business planning, BD, merchant expansion and assessment, network construction and terminal installation, marketing, and operation maintenance.

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## Education

### **University of Warwick - Warwick Business School**

IMBA-Exchange Programme, International/Global Studies, 2015 - 2015

### **Peking University, Guanghua School of Management**

Master, MBA, 2006 - 2009

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## My Vision for Trail Running

I was born in Guizhou province, one of the most mountainous provinces in China, I have never realized that I am actually a genius of trail running until I entered university and won the 2nd place in a 10km trail running, unexpected.

The connection between the wild mountains, rivers and me, has always been so strong, so eventually I throw myself into this field, and devote to strengthening the information exchange between China and the whole community.

Trail running is the most natural sports that everybody can enjoy. I can imagine that trail running is going to be much more popular than marathon, by delivering the key values of it: health, respect, solidarity and Authenticity.

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[Contact Shun Ma on LinkedIn](#)



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