

Contact

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Top Skills

English Translation

项目管理

管理人员

Languages

English (Full Professional)

Certifications

TEM-8 (Testing for English Major)

Sophie Cheung

Global Channel Development Manager@Appotronics (688007.SH)
| ProAV Laser Display Solutions | Professional Visual Systems |
ALPD® Technology ★ Enabling Global Partners to Win Commercial
& Large-Scale AV Projects

Shenzhen, Guangdong, China

Summary

I help ProAV distributors and regional partners secure and deliver large-scale commercial projects with reliable, high-performance laser display solutions.

As Global Channel Development Manager at Appotronics (688007.SH), the pioneer of ALPD® laser display technology, I partner with integrators and distributors worldwide to successfully deploy solutions for commercial, cultural tourism, and large-scale AV projects.

With over 15+ years of hands-on experience in complex visual and lighting projects, I equip partners to:

- Win competitive tenders and large contracts by leveraging Appotronics' proven ALPD® technology and extensive application expertise.
- Ensure project reliability and longevity with engineered laser display systems that reduce long-term operational risk.
- Streamline project delivery through validated system architectures and integration-ready products.
- Execute high-visibility projects with confidence — from stadiums and landmarks to immersive installations — supported by scaled manufacturing and technical depth.

Before Appotronics, I collaborated with international teams on iconic projects across urban landmarks, cultural tourism sites, stadiums, and immersive experiences, bridging technology, engineering, and execution in global markets.

My focus is clear: to enable overseas distributors, regional agents, and system integrators to turn advanced laser display technology into repeatable project success and sustained business growth.

If you are looking to strengthen your ProAV offering, secure more large-scale projects, or expand into new markets with a reliable technology partner — let's connect.

Experience

Appotronics Professional Display

3 years 3 months

Sales Manager

July 2024 - Present (1 year 8 months)

Shenzhen, Guangdong, China

Sales Development Manager

December 2022 - Present (3 years 3 months)

Appotronics-ALPD®

Senior Marketing Manager

December 2022 - July 2024 (1 year 8 months)

Shenzhen, Guangdong, China

Planned and organized activities with team; Connect with Association, Government, Designers and Directors and develop potential cooperation.

Shenzhen QianHai Lucent lighting Design and Consulting Ltd

Design Coordinator

June 2015 - December 2022 (7 years 7 months)

Shenzhen

Project Coordination, Multi-communication

DM Lighting Design and Engineering Co.Ltd

Project Manager and Coordinator

August 2013 - April 2015 (1 year 9 months)

Project System Management

Coordination

Purchasing

Meet with Customers

Negotiation

SenQiu lighting Co., Ltd

Project Manager

February 2011 - July 2013 (2 years 6 months)

Project Management System

Lighting Solutions

Coordinator

Team-Building

Shenzhen Overseas Chinese Town Co., Ltd

English Translator/Project Assistant

February 2008 - February 2011 (3 years 1 month)

China

As a translator and project assistant, I have been involved in the construction of several projects at the Eastern Overseas Chinese Town, including the Grand Canyon rafting, cable car, Sky Wheel, and 4D Dark Ride "Four Thousand Miles to the Center of the Earth."

I assisted foreign project managers in collaborating with Chinese project managers, advancing project progress, translating the foreign party's site requirements, and providing translations for domestic site progress and on-site installation supervision.

This experience has enriched my comprehensive project management skills.

Education

武汉科技大学

Bachelor's degree, English · (2004 - 2008)