



Ren Chen

Director of Global Key Account, Win-Chain

Ren Chen is Director of Global Key Account for Win-Chain, an aggregated fresh food sourcing platform serving Alibaba ecosystem and others. She also takes the role of project leader for Alibaba's Greater Import Initiative for Fresh Food, leading different channels within the ecosystem to partner with global top suppliers together.

Ms. Chen has fifteen years' experience in strategic consulting, financial services, marketing, and alliance management in various industries. She holds a BA degree in Economics from Peking University and an MBA degree from the Wharton School, University of Pennsylvania.