

HONG BIN

FDE EXECUTIVE | AI AGENT DEPLOYMENT LEADER | FOUNDER & CEO

Xiamen, China | +86 172 6820 9168 | kingsley@kingsley-hong.com



EXECUTIVE PROFILE

Cross-border commerce Forward Deployed Engineering (FDE) leader and business executive with 15+ years across the UK, China and Southeast Asia. Combines enterprise strategy, P&L ownership, cross-border supply chains, import/export ecosystem development and hands-on AI deployment. Leads the full client lifecycle from discovery and value definition through architecture, build, evaluation, production readiness and operating handover. Built a UK O2O platform to one million users and more than £10 million annual GMV; now leads nine business domains and 60+ reusable agents and automated workflows.

PROFESSIONAL STRENGTHS: More than 15 years in corporate management, public affairs, strategy, product and market leadership, combining executive judgement with senior cross-border FDE delivery. Deep experience in cross-border commerce, new retail, independent sites, SEO, overseas social media, product planning, competitive analysis, positioning, cost control and go-to-market execution. Aligns executives, clients, product, engineering and operations to turn strategy, demand, data and AI Agents into deployable, verifiable and scalable solutions; fluent in Chinese and English and advanced with ChatGPT, Midjourney, Kimi and mainstream office, image and video tools.

SELECTED LEADERSHIP IMPACT

15+ YEARS Executive & cross-border leadership	3 MARKETS UK, China & Southeast Asia	1M+ UK platform users
£10M+ Annual UK platform GMV	500+ UK retailer ecosystem	60+ Agents and automated workflows

LATEST VENTURE AND AI AGENT EXPERIENCE

RICHU Experts (Xiamen) Cross-Border E-commerce Co., Ltd. **Investor, Founder & CEO**

Aug 2025 - Present

- Company incorporated on 20 May 2024; assumed full-time leadership of strategy, productisation and client delivery in August 2025 following the previous executive appointment.
- Conceived and led an AI-agent operating ecosystem for cross-border independent-site commerce, translating market intelligence, product selection and pricing, conversion, content, social, SEO/GEO, paid acquisition, fulfilment risk and performance review into nine business domains and 60+ reusable agents and automated workflows.
- Built a TikTok Shop POD agent ecosystem connecting trend intelligence, creative generation, images and video, listings, compliance, media buying, orders, on-demand production and logistics into auditable, recoverable end-to-end handoffs.
- Established RICHU-OPS as a unified operating control centre connecting AI assistants, n8n, local workers, WooCommerce, Stripe, CRM, email and logistics through a single source of truth, named ownership, approval gates, append-only logs and resumable checkpoints.
- Combined the mandates of FDE executive, AI Agent Engineer and product owner, leading the lifecycle from business blueprint and product architecture through local-safe MVP, engineering acceptance and operating handover across nine commerce domains.
- Built a cross-system intelligent operations layer connecting AI, n8n, local workers, WooCommerce, payments, CRM, email and logistics into a closed loop of business goals, agent execution, human approval and performance review.
- Established enterprise-grade reliability and governance through fact locking, lineage, SHA-256 evidence, idempotency, approval controls, fault injection, resumable checkpoints, self-healing and automated maintenance; validated through 273 regression tests, 40 handoff contracts and parsing across 3,200+ project files.
- Embedded with multiple cross-border e-commerce partners to diagnose operating constraints and convert high-frequency work into reusable agents, SOPs and automated tasks, reducing labour and experimentation costs, accelerating content and delivery cycles, and supporting incremental revenue.
- Built a safety-controlled 24/7 operating foundation combining scheduled workers, health monitoring, self-healing, checkpoints and exception blocking, while retaining human approval for publication, payment and customer-facing actions.
- Converted founder know-how into reusable knowledge bases, SOPs, case templates and data feedback loops, creating a scalable "enterprise second brain"; dedicated personnel now manage routine operations.

- Mentored Guizhou University's "Cross-border Guizhou" team to a provincial second prize in the cross-border e-commerce practical track of the 16th National College E-commerce Innovation, Creativity and Entrepreneurship Challenge.
- Reached the semi-final round of the Xiamen Egret Star Innovation & Entrepreneurship Competition for two consecutive years; ranked 24th among 508 participating projects in 2026.
- Participated in the 2026 China (Xiamen) Specialised and Innovative Enterprise Industry-Finance Networking and Global Expansion Exchange, conducting on-site discussions on international growth, channel access, technology enablement and industry-finance collaboration.

CROSS-BORDER FDE DELIVERY LIFECYCLE

- Discovery and business abstraction: diagnosed evidence gaps, repetitive channel listing, fragmented content-to-fulfilment workflows and weak approval traceability; defined UK-market scope, measurable success criteria and risk gates.
- Architecture and rapid build: decomposed the operating model into nine specialist agents and eight structured handoffs, integrating AI assistants, n8n, local workers, WooCommerce, Stripe, CRM, content and logistics interfaces.
- Evaluation and reliability: proved behaviour through automated regression, negative fault injection, version diffs, idempotency, stale-state propagation and isolated end-to-end runs, while keeping external writes human-approved and fail-closed.
- Adoption and handover: packaged delivery into clickable workbenches, an owner action centre, knowledge libraries, SOPs, user guidance, acceptance reports and 15-minute automated maintenance for non-technical operators.
- Field-feedback loop: converted product evidence, handoff state, evaluations and operational blockers into improvements to agent skills, workflow rules, user experience and the product roadmap.

TARGET ROLES

- Cross-Border Commerce FDE Executive; FDE Lead; Head of Forward Deployed Engineering; AI Agent Engineer; Agentic AI Solutions and Delivery Lead; Director of Applied AI Deployment; CEO, President or VP in cross-border commerce; Head of Import/Export or Supply Chain.

EXECUTIVE EXPERIENCE

Xiamen Niukeyun Technology Service Co., Ltd. Vice President, Cross-Border Commerce Services

Oct 2020 - Jul 2025

- Set corporate strategy, annual operating goals and performance systems. Organisational and process redesign doubled information and resource-sharing efficiency, reduced operating costs by 30%, lifted overall performance 300% in two years and supported RMB30 million annual GMV.
- Led brand, public affairs and ecosystem partnerships; hosted 30+ government, university, international and industry events, built talent-incubation partnerships with 20+ universities, and advanced national entrepreneurship and dual-qualified faculty initiatives.
- Received and engaged delegations from the CCPIT Commercial Sub-Council, Yichun municipal government, Jian'ou authorities, Weihai Commerce Bureau and Philippine business and government representatives, advancing supply-chain, overseas-warehouse, brand internationalisation, talent and industrial collaboration.
- Integrated industry media, cross-border service platforms, exhibitions, trade associations and industrial-park channels to support sourcing, brand communications, platform partnerships and enterprise internationalisation.
- Standardised supply chain, ERP, inventory and order workflows: supply-chain efficiency +20%, inventory turnover +25%, order processing +30%; logistics cost -12% and delivery time -20%.
- Led partnerships with Payoneer, PingPong, LianLian, PayerMax, WorldFirst, DragonPay, GCash, Stripe and 2C2P, working with technical teams on payment API integrations.
- Contributed to cross-border e-commerce pilot-zone and industrial-park solutions. The company received a 2022 Excellent Service Provider award and was recognised among 2021 China Cross-border E-commerce Overseas Service Providers TOP30.

SouthEast Country Bank, Philippines President | Cross-border Acquisition & Integration Lead (Special Assignment)

Feb 2023 - Jun 2023

- Coordinated the cross-border acquisition across Chinese and Philippine stakeholders and advanced the overall transaction process within two months.
- Led regulatory and local-government work for a Manila branch and technology service centre, including operating setup, site delivery, organisation design and BSP-compliant board governance.
- Reorganised management and board structures and mobilised banking and technology resources across Southeast Asia, the UK and Australia to initiate an online banking platform.

Sunrise Daily Experts Technology Co., Ltd., UK CEO, Internet O2O Retail

Mar 2013 - Mar 2020

- Founded and scaled a UK O2O retail platform from zero to one million users, generating more than £10 million GMV in 2019.
- Onboarded 500+ SME retailers and established partnerships with 30 import traders, five core logistics providers and major UK banks and payment platforms.
- Completed the 2016 acquisitions of SUNRISE CHINESE MARKET LTD and E+ MEDIA CO., LTD, integrating offline retail, supply chain and local media capabilities.
- Led continuous upgrades to customer analytics, real-time inventory and secure payments; improved operating efficiency 30%, shortened customer-service response time 50% and increased retention 25%.

CORE CAPABILITIES

- Corporate leadership: strategy, business models, Profit and Loss (P&L) accountability, operating cadence, organisation design, performance management, M&A integration, public affairs, risk and compliance.
- Cross-border trade: UK and Southeast Asia, independent sites, TikTok Shop, POD, sourcing, import/export supply chain, logistics, payments, ERP and fulfilment.
- Growth and brand: market entry, positioning, SEO/SEM/GEO, social media, content, paid acquisition, private traffic and customer lifecycle management.
- AI agent engineering: multi-agent orchestration, task state machines, structured handoff contracts, fact locking, idempotency and audit, checkpoint recovery, self-healing scheduling, n8n, local workers, knowledge bases and data loops.

EDUCATION

University of East Anglia, UK **MA, International Business Finance and Economics**

Sep 2007 - Jul 2009

University of East Anglia, UK **BSc (Hons), Accounting and Finance**

Sep 2004 - Jun 2007

CERTIFICATIONS AND RECOGNITION

- Recognised Overseas-Educated Professional, Xiamen Overseas Personnel Service Centre, 2025
- Data Analyst Training Completion Certificate, 2024 (project-based training and assessment)
- Cross-Border E-commerce Specialist Professional Skills Certificate, Ministry of Industry and Information Technology, 2022
- ACCA Fundamentals Level, 2011; Sage Line 50, London School of Business and Finance, 2012
- Two-time semi-finalist, Xiamen Egret Star Innovation & Entrepreneurship Competition; ranked 24th of 508 projects, 2026
- Mentored a Guizhou University team to a provincial second prize in the 16th National College E-commerce Innovation, Creativity and Entrepreneurship Challenge, 2026
- Second Prize, Men's Division, Bank of China Cup UK Chinese Students and Scholars London Marathon, 2005

INDUSTRY ENGAGEMENT

- Engaged with CCPIT, national cross-border e-commerce fairs, municipal authorities, commerce bureaux, universities and industry platforms; delivered industry sharing at a national cross-border industry-education summit.
- Participated in the 2026 China (Xiamen) Specialised and Innovative Enterprise Industry-Finance Networking and Global Expansion Exchange, extending relationships across specialised enterprises, industrial capital and internationalisation services.
- Combines UK entrepreneurship, China cross-border services and Philippine financial-sector project experience with the ability to align market, technology, capital and organisation across cultures.

SELECTED PUBLIC COVERAGE AND INDUSTRY RECORDS

- [National dual-qualified faculty summit: Hong Bin invited to share cross-border talent and industry insight](#)
- [Hugo Cross-Border CEO visit: Vice President Hong Bin joined strategic partnership discussions](#)
- [CCPIT Commercial Sub-Council visit: Hong Bin represented NIUKE in the business exchange](#)
- [2021 China Cross-border E-commerce Overseas Service Providers TOP30](#)
- [2022 Excellent Service Provider Award](#)
- [CCPIT industry exchange](#)
- [China Cross-Border E-commerce Fair coverage](#)
- [University partnership and talent development](#)
- [National university entrepreneurship competition](#)
- [Industry-education integration keynote](#)
- [Guizhou University team achieved a provincial second prize in the cross-border e-commerce practical track](#)
- [Two consecutive Egret Star semi-finals; ranked 24th in 2026](#)
- [Yirida cross-border logistics project](#)