



Chinese Finance Association of America

美国华人金融协会

Chinese Finance Association of America (CFAA)
cordially invites you to join us for a feature panel discussion

Challenges and Opportunities for Women in Business

CFAA is hosting a career and life panel discussion with experienced women business professionals. Come and hear from three women who have proven themselves as successful leaders in the business world. They will share their personal experiences on their unique paths to success, as well as their advice on how to pursue a career in the business world while balancing their family life. Before the panel discussion, enjoy a reception where you will have the opportunity to meet and greet fellow attendees and participating panelists.

Featured Panelists



Linda Gu, CFA
Senior Vice President
Global Head of Deal Desk
Morningstar Inc.



Jing Zhao Cesarone
Founder and CEO
Chinawise Business Consulting
Founder of UEnjoy Club



Vivian Lin, CFA
Sr. Sector Analyst
Calamos Investments
President of CFAA

Friday, August 16th, 2013

5:00 p.m. – 7:00 p.m.

The Union League Club of Chicago
Tudor Room 710, 7th Floor
65 West Jackson Blvd
Chicago, Illinois

Agenda: 5:00 – 5:30pm Registration
5:30 – 6:00pm Networking
6:00 – 6:45pm Panel Discussion
6:45 – 7:00pm Q&A

Fee: CFAA Member – \$8; Non-CFAA Member with online payment - \$13; Walk-ins - \$18



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Note:

- [Business casual attire is required, shirts with collar, no jeans or sneakers allowed.](#)
- No refunds will be issued unless the event is canceled.
- CFAA members are defined as those who submitted membership forms and fees with confirmation from CFAA Board of Directors.

Speakers' Bio:

Linda Gu, CFA is the Global Head of Deal Desk at Morningstar. In this senior leadership role, she oversees the firm's deal making and financial success globally. Ms. Gu previously served as the SVP of Global Institutional Software Business and was responsible for developing product, sales, marketing and acquisition strategies, and oversaw the global product operation. She led the globalization efforts of Direct, launched the product overseas in 2006 and built the global product operation from a team of 3 people into a global team. In recognition of Ms. Gu's leadership, she was honored as the sole winner of the company wide Chairman's Award in 2011, the 4th winner of this award in the company's history. Prior to that, Ms. Gu served as Director of Product Management and Product Development in the International Business Unit. She also played a critical role in the two largest acquisitions made by Morningstar and was instrumental in the successful integration and management of the software business from these acquired entities. Ms. Gu holds a Master's degree in Computer Science from Loyola University of Chicago and a master's degree in business administration from the Wharton School, University of Pennsylvania. She holds the Chartered Financial Analyst (CFA) designation, and is a member of the Investment Analysts Society of Chicago. Ms. Gu is also a seasoned public speaker. She is also experienced in media interviews and was featured in money management magazine in Taiwan and China.

Jing Zhao Cesarone started her U.S.-China business consulting company ChinaWise in 2001, which has helped numerous U.S. businesses successfully enter the China market. In addition, Jing has been actively engaged in bringing Chinese businesses to the U.S. Jing is the China Advisor for POWER: Opening Doors for Women, and she recently founded the UEnjoy Club to inspire and empower professional women to achieve work life balance. Jing currently serves as the president of the Renmin University of China Alumni Association in the Greater Chicago Area. As an established writer, her work has appeared in a number of media outlets in China and the U.S. She co-authored a business column for World News Journal titled "How to do business in the U.S.", and has edited eight media economics and management books. Most recently, she was a co-translator for the English edition (published in June 2013) of the Chinese entrepreneurship bible "Causes of Wealth of People". Jing graduated from Beijing International Studies University with a bachelor's degree in international business and Renmin University of China with a second bachelor's degree in journalism. She received her master's degree in communications from the University of Illinois at Chicago.

Vivian Lin, CFA is currently a Senior Sector Analyst of International Equities at Calamos Investments, responsible for fundamental equity research and stock selection for the Non-US Consumer sectors. She is also the President of CFAA. Vivian has been working in the investment management industry since the late 1990s including a 13-year experience as a



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buy-side analyst at UBS Global Asset Management previously. At UBS, she was responsible for investment research and stock selection for various sectors in both the US and Emerging Markets. She also had a brief experience working at the fund of hedge funds industry responsible for hedge fund manager sourcing and research at Mesirow Financial after leaving UBS in 2011. Prior to coming to the US for her graduate studies in the mid-90s, Vivian worked for a Chinese trust and investment corporate and a real estate company based in Beijing. Vivian obtained her CFA Charter in 2001 and is currently a member of the CFA Institute and CFA Society of Chicago. Vivian received her bachelor's degree in Sociology from Peking University and an M.A. in Sociology and M.S. in Finance degrees from the University of Illinois at Urbana-Champaign.

About CFAA

Chinese Finance Association of America (CFAA) is an independent not-for-profit, non-partisan organization committed to promoting educational and cultural exchange among finance professionals between the United States and Greater China through facilitating communication and the exchange of ideas in the financial industry. Incorporated and headquartered in Chicago, Illinois, CFAA is aimed to serve Chinese finance professionals and others who are interested in the financial industry of Greater China. Please visit our website www.ChineseFinanceAssociation.org for more information about CFAA. To become a CFAA member, or to renew your CFAA membership and make your membership payment, please go to the [membership section](#) on our website. If you are interested in the volunteering opportunities at CFAA, please submit the [volunteer and staff application form](#). For global career opportunities in finance, please visit our newly launched [Online Job Center](#) through our partnership with one of the leading global career placement companies eFinancialCareers.com.