

## Donghui Ma



### Current Position

CEO VSN China\* (2011-Present)

CEO Biosci Thailand (since 2016)

My scientific background is in biostatistics, plant breeding and business administration. As CEO of VSN China and Biosci Thailand I am responsible to identify market opportunities and build as well as lead teams to implement our market entry strategy. As the VSN and IBP product and services are both very competitive in plant breeding, my work experience in leading European plant breeding company give me many insights in the R&D market from this sector. Working as part of the VSN and IBP collaboration (PPP) makes me also well connected in the global network, which is important to achieve our commercial goal and sustainable growth.

VSN China\* was incorporated since March 2011 as a 100% subsidiary of VSNi (VSN International Ltd. [www.vsn.co.uk](http://www.vsn.co.uk)). The main focus of VSN China is to develop Chinese market for VSN product mix (mainly statistical software package GenStat and ASReml and the corresponding training/consultancy). Since Biosci Thailand was incorporated in March 2016, both VSN China and Biosci Thailand are part of the PPP (Public Private Partnership) between VSNi and IBP. Both companies are responsible for the commercial activities for VSN and IBP products and services. In both subsidiaries there are also R&D activities contracted by VSN and IBP.

### Employment (last 15 years)

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|-------------------------------------|-----------|
| • Chief Statistician at KWS SAAT AG | 2007-2011 |
| • CEO VSN China                     | 2011-2016 |
| • CEO Biosci Thailand               | 2006-     |

### Selected Publications

Donghui Ma, HartmutStützel, Prediction of winter wheat cultivar performance in Germany: At national, regional and location scale. *European Journal of Agronomy* 52:210–217

Li Y1, Gottlieb J, Ma D, Kuehn C, Strueber M, Welte T, Simon AR, Warnecke G, Haverich A. Graft-protective effects of the HMG-CoA reductase inhibitor pravastatin after lung transplantation--a propensity score analysis with 23 years of follow-up. *Transplantation*. 2011 Aug 27;92(4):486-92. doi: 10.1097/TP.0b013e318225670d.

Donghui Ma, Jin Sun, Revenue Management System for the Cruise Industry: A Simulation Study, *Cruise Management* pp 223-232 [http://link.springer.com/chapter/10.1007%2F978-3-8349-7159-3\\_11](http://link.springer.com/chapter/10.1007%2F978-3-8349-7159-3_11)