

Cynthia Johnson Keynotes 2018 Alibaba Global SME Business Summit in Hangzhou

Invite-only event exploring overseas markets and the fostering of global collaboration

HANGZHOU, CHINA, April 10, 2018 /EINPresswire.com/ -- [Alibaba](#) hosted the inaugural 2018 Global SME Business Summit on April 2, 2018, at Alibaba's Campus in Hangzhou, China. Cynthia Johnson, American business advisor, social media influencer and Co-Founder & CEO of Bell + Ivy, added to an impressive list of influential enterprise magnets and global pioneers who attended this one-day celebrating the beauty of small businesses impacting big change. This summit was part of the invite-only, 2018 Golden Bull Awards, which was to be followed by The 2018 Global SME Awards Ceremony, an evening gala for networking and celebration.



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Cynthia Johnson, CEO & Co-Founder | Bell + Ivy

business.

Her presentation titled, “Stepping Out: The Entrepreneurial Journey,” explored her unconventional journey to success and exemplified how she was able to make a lasting impact as a small business owner. She highlighted her expertise in digital marketing, personal branding and storytelling on a global stage.

“Alibaba has done it again – becoming a pioneer for the unexpected and celebrating the beauty, potential, and impact in something others wouldn't,” says Johnson. “This was an extraordinary event to be a part of and I am happy to have been an example of finding large success in even the smallest and rarest of forms.”

Alibaba Global SME Business Summit housed 3,000 SME business leaders from China, the United States, and the European Union to discuss global collaboration, oversee markets and international trade. They focused on these components through the lens of small and medium businesses, celebrating the large impact they make. This concept was woven throughout the entire summit; from the opening ceremony to the closing speech, their message slides read, “we see the power of small” and “a small action can create a large difference”. They invited leading entrepreneurs on Alibaba.com, thanking and celebrating their accomplishments and being the pioneers of digital small

Additional speakers included DAISHAN, President of Alibaba B2B Business Group, Professor XiaoLan Fu of the University of Oxford.

She represents the breadth of knowledge that transcends Asia's borders and the advantage both the East and West can gain by joining forces and learning from one another. Alibaba provides the resources that foster these types of relationships, which have undoubtedly proven to be a key strategy in becoming the multinational e-commerce giant it is today. Along with her keynote, she also presented an award during the evening gala as a VIP member.

Johnson is listed as Top Personal Branding Experts in 2017 by Entrepreneur, Top 20 Digital Marketing People to Follow by Inc. Magazine, Top 50 Marketers on SnapChat by Mashable, and Most Influential Women in Business by Tenfold Research.

Alibaba worked in conjunction with [REDPILL](#) to make this event possible. A London-based company, REDPILL specializes in creating shareable influencer content, delivering strategy, creative, talent, production and organic distribution all under one roof. They partner with over 70,000 influencers across 57 global territories.

About Cynthia Johnson

Cynthia Johnson is an entrepreneur, marketing professional, author and international speaker. She is Co-Founder and CEO at Bell + Ivy, and Founder at CynthiaLIVE. Previously, she was Partner & Director of Marketing for RankLab, a digital marketing agency listed in Inc. Magazine's Fastest Growing Private Companies in 2015. She is an Advisory Board member for The Millennium Alliance and GetGlobal, leading technology, business, and educational advisory event companies serving fortune 1000 executives. She has been involved in campaigns for Outerknown, HereMedia, West Management, Chevy's, PETA, and several other leading brands. She is also a contributing columnist to Entrepreneur, Success, Forbes, and several other industry-specific publications. Her first book will be published in early 2019 with Penguin Random House. Connect with her on Twitter and Instagram @CynthiaLive.

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