

Cyrill Eltschinger Strategic Advisor

A multi-cultural entrepreneur educated in Switzerland and the United States, Cyrill Eltschinger has over 15 years of experience working in the China market. He currently acts as strategic advisor to both commercial and government sectors on China market and various industry focused projects. Previously he led Softtek China (formerly I.T. UNITED) for more than 10 years. Before that he was with Electronic Data Systems (EDS) for eight years, working on various assignments in Europe, the United States, and Asia-Pacific. It was with EDS that he first came to China as Head of Technical Infrastructure to establish and lead the nationwide information and communications systems and automation of General Motors.



Anticipating the trend towards global IT outsourcing, he was one of the first to identify China as an emerging major player. In 1998, he and a group of former EDS colleagues founded I.T. UNITED, which became Softtek China in August 2007. The company today is one of the most trusted China-based outsourcing services providers with a reputation for delivering cost-effective IT solutions that make technology smarter, easier, and more productive.

With his unique expertise in the IT field and experience in China, Cyrill acts as a strategy advisor for the TORCH Center, the technology-focused agency of China's Ministry of Science & Technology (MOST); IT strategy advisor for the Tianjin Economic-Technological Development Area (TEDA); Senior Consultant for Service Outsourcing Industry of Zhenjiang New Area; and is a subject matter expert at the Gerson Lehrman Group (GLG) Technology Council, briefing executives both on the technology industry and the China market.

Cyrill holds a Bachelor of Arts in Finance from Texas A&M University and a certificate in Systems Engineering Development from EDS. In March 2008, he was presented by the honorable Mayor of Beijing Mr. Guo Jinlong with the Great Wall Friendship Award, the People's Government of Beijing Municipality's highest honor for foreign experts, for his outstanding contributions to Beijing's economic development. He was further recognized to run with the Olympic flame in China during the 2008 Beijing Olympics Torch Relay.

Cyrill is also the author of "*Source Code China: The New Global Hub of IT Outsourcing*" (© 2007 by John Wiley & Sons), the first book to address China's growing technology boom for software development and high-tech services.

Away from the office, Cyrill serves on the Board of Governors at the Capital Club, Beijing's premier private business club; he is also the Founding President of SwissCham Beijing (the Swiss Chamber of Commerce in China) and the Founding President of the Texas A&M University China Club. Before entering the private sector, Cyrill was an Officer in an elite unit of the Swiss Special Forces. He is also an enthusiastic aviator and holds the first private pilot's license issued to a foreigner in China since 1949.