

FROM FIRST LINE SALESMAN TO VICE PRESIDENT:

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At noon, many career people go out from office buildings for business or lunch one by one. In the eyes of the ordinary persons, these people are only the passer-by incidentally. However, in the eyes of Lee Ta-ching, Vice-President of Stark Technology Inc., these people are the valuable treasure—the prospective future big-buyers are hidden among them.

Lee Ta-ching is one of the winners of TKU Golden Eagle Awards this year. He graduated from Dept. of Computing in 1977, and then studied for the master program in the Graduate Institute of Management Sciences, TKU. Lee said, “During the six years I stayed in Tamkang, I learned a lot from the school motto, that is, austerity and fortitude. Moreover, the theory I learned in the school also made me catch the trend of the industry immediately.”

Lee Ta-ching strives from a first line salesman to a General Manager, then Vice-President. He does not reach the climax in a short period. No matter during the two-year stay in Aurora, or during the respective nine years in Wang Laboratories and in Sun Microsystems, Inc., Lee persists in the spirit of the first line salesman. He believes that if he had taken the role of General Manager too early, he probably could not be qualified to the job and hence he might ruin his future instead. Reading a news about a top salesman, who gained fame and wealth in the early thirties, smashed his a one-thousand-dollar Ferrari, Lee criticizes that this man gains success too early. “What can a young person do in the latter part of life if he or she has a distorted value?” Lee proclaims a simple and plain social climate, in which people enjoy the life according to their positions.
(Shu-chun Yen)