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## **CURRICULUM VITAE - Mingfang Lu**

### **Personal Profile & Current Job Position:**

Mingfang Lu, PhD, Professor  
General Manager – China  
Crimson Interactive (Beijing) Consulting Co., Ltd.

**Professional & Academic Degrees:** Professor of Plasma Physics certified since 11/1998, Hebei University, China; PhD (Tsinghua University, Beijing, 1995), Postdocs (IOPOFCAS, Beijing, 1995-1997; Weizmann Institute of Science, Israel, 1999-2000; Swedish Institute of Space Physics, Kiruna, 2000-2001)

**Date of Birth:** 22 October 1962



**Brief Career Statement:** Joined Enago (Crimson Interactive) in January 2018 as General Manager – China to lead the company’s regional business for further development. Sixteen years (01/2002 – 12/2017) of working for IOP Publishing as Chief Representative/Editor-in-Chief – China leading and managing its China office (also as a co-founder) with focusing on publishing/editorial and author marketing for successful and smooth operation in the region, grew IOP published papers/contents from China to more than 20 times with quality increase, i.e. from 200 to 5,000 per year, as well as helped great growth of IOP sales business in China, got and managed 8 top Chinese physics related journals to partnership publishing with IOP, fostered high ranking IOP public relations with governmental/funding bodies/top Chinese research institutions including MOST, CAST, NSFC, CAS, CPS, Tsinghua University, Peking University, etc., led and conducted extensive institutional visits and talks/seminars to researchers/authors to over hundred top Chinese universities and CAS institutes and at conferences to promote IOP branding and value and the usage of IOP journals, open access, etc. As Director of the Institute of Electrostatics of Hebei University, China, led the academic & R&D researches on electrostatic applications and hazards protections as well as plasma researches from 06/1995 – 12/2001.

**Skills & Strength:** Senior STM publishing, foreign rep office/WOFE management and senior leadership & speaker, team building and P&L management, PR & academic networking, MBTI, SWOT, strong academic background in physics, etc.

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**Reviewed work undertaken:** Over 10 papers reviewed for Journal of Physics D: Applied Physics, Physical Review E, Chinese Physics B, and Chinese Physics Letters, etc. on (key words) plasma focus, z-pinch, electrostatic precipitation, plasma materials surface modifications.

**Employment & Education Experience & Achievements:**

01/2018- , General Manager – China, Crimson Interactive (Beijing) Consulting Co., Ltd.

01/2002-12/2017, Chief Representative/Editor-in-Chief – China, IOP Publishing, more than 20 times growing IOP published Chinese paper, got 8 partner journals, as well as great increase in IOP sales, fostered high ranking IOP PR & governmental relations, a strong advocator and speaker for IOP in the region and beyond. Awarded for three times the company's Paulus Prize, Performance Excellence.

06/1995-12/2001, Professor & Director, Institute of Electrostatics, Hebei University, China, academic & R&D researches on electrostatic applications and hazards protections including electrostatic precipitation, and plasma researches and on materials science applications. Full Professor (certified) of plasma physics since 11/1998. Research project: Effect of electrode structure on plasma motion and neutron emission was awarded 2<sup>nd</sup> class S&T Prize by Hebei Province, China. Also, during the above this time period,

08/1991-06/1995, PhD degree in Tsinghua University on Fusion Plasma physics researches, plasma focus. PhD thesis research on Effect of Anode end structure on plasma motion and neutron emission in plasma focus was rated top scores and highly appraised, A+. Also, lecturer at the Institute of Electrostatics & Department of Physics of Hebei University

06/1995-05/1997, Post-doctoral researches in the Institute of Physics of the Chinese Academy of Sciences in Beijing, on low temperature plasma materials sciences. Also, Associate Professor of Hebei University starting from 1996.

06/1998-08/1998, Guest professor in Nihon (Japan) University on plasma focus neutron emission researches. Achieved highest neutron yield of the experimental setup.

05/1999-04/2000, Post-doctoral research in the Weizmann Institute of Science, Israel, on spectroscopic diagnostic of transient plasmas. Also, as Full Professor and Director of the Institute of Electrostatics of Hebei University.

04/2000-12/2001, Post-doctoral research in the Swedish Institute of Space Physics (IRF) in Kiruna, worked on the ASPRA-3 Neutral Particle Imager project for the Mars Express Spacecraft Mission of the European Space Agency (ESA). The spacecraft had been working successfully in the Mars orbit since launched in June 2003. Also, as Full Professor and Director of the Institute of Electrostatics of Hebei University.

Publications before 2002, more than 30 research papers in international physics journals including Phys Rev, J Phys D, RSI, etc. Academic visits to and scientific research collaborations and attending conferences in USA, Canada, Japan, Germany, Poland, Czech Republic, etc.

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07/1988-04/1996, Lecturer and worked in the Institute of Electrostatics & Department of Physics, Hebei University, China; and,  
07/1990-07/1991, worked as project officer at the Foreign Investment and Loan Office of the State Education Commission (SEdC, now the Ministry of Education) of China on the World Bank (WB) funded China Higher Education Projects. He was responsible for writing the Annual Projects Progress Report to the WB which was highly appraised by the WB and SEdC.  
08/1985-06/1988, MSc Degree from Hebei University/Beijing Institute of Technology in major of applied electrostatics and environmental protection, A+;  
07/1981-07/1985, Physics teacher at Xinxiang First Middle School, China.  
09/1978-06/1981, university studies in Xinxiang Normal College, China, in major of physics and chemistry, A+.

**Major publications between 1994 -2002:**

- [1] M.F. Lu, et al, A simple knife-edge structure for initial phase optimization in plasma focus, IEEE Trans. Plasma Sci., No 6, 29 (2001) 973-976
- [2] M.F. Lu, et al, Monte-Carlo simulation of the geometrical factor of neutral particle imager on-board the Mars Express ASPERA-3 spacecraft, PLASMA-2001, (Sept. 2001, Warsaw)
- [3] M.F. Lu, Different Modes of Plasma Sheath Motion in the Radial Compression and Pinch Phases in Plasma Focus, J. Phys. D: Appl. Phys., 29 (1996) 660-680
- [4] M.F. Lu, Instability of the Current Sheath Implosion in A Mather-type Plasma Focus, Phy. Rev. E, Vol. 54 (1996) R1074
- [5] M.F. Lu, Plasma Motion and Neutron Emission in Plasma Focus, Nucl. Instru. & Methods in Phy. Res., 117 B (1996) 452-456
- [6] M.F. Lu, T. C. Yang, M. Han and S.T. Yang, Influence of Stub Anodes on the Plasma Motion and Neutron Yield in A 18-kJ Plasma focus, In: Jungwirth K & Ullschmied J, ed. Proc. of the Inter. Conf. on High Power Particle Beams, BEAMS'96, Vol. I, Prague,1996. Prague: Tiskarna, Ltd (1996) 578-581
- [7] M.F. Lu, T. C. Yang, M. Han and S.T. Yang, Unstable Current Sheath Implosion In A Mather-Plasma Focus, In: Sugai H and Hayashi T, ed. Proceedings of the International Conference on Plasma Physics, Nagoya, 1996. Nagoya: Japan Society of Plasma Sciences and Nuclear Fusion Research, ICPP'96 (1997) 666-669
- [8] M.F. Lu, M. Han, T. C. Yang and S. T. Yang, An instability phenomenon of radial stage current sheath in a plasma focus, Nuclear Fusion and Plasma Physics (1997) 17(4) 19-24 (In Chinese)
- [9] M.F. Lu, M. Han, T. C. Yang and X. X. Wang, Investigation on Neutron Emission by a Plasma Focus Device (1996) 36(5) 36-41
- [10] M.F. Lu, M. Han, T. C. Yang and X. X. Wang, Measurement of pulsed fast neutron by Silver activation method, Nuclear Electronics & Detection Techniques (1994) 14 212-217
- [11] M.F. Lu, Use of a double Wollaston prism laser differential interferometer in a plasma focus, Rev. Sci. Instruments, 68(2) (1997) 1149-1151
- [12] M.F. Lu, S.Z. Yang and C.Z. Liu, Modified Thomson Spectrometer for the Detection of Low Energy (<1 keV) High Power Ion Beams, Rev. Sci. Instruments 68(10) (1997) 3738-3740
- [13] M.F. Lu, Effect of anode end structures on plasma pinching and neutron yield in a plasma focus. In: Pereira, N. R. and Pulsifer, P.E., eds. Proc. 4th ICDZP, Vancouver, Canada 1997. AIP Conference Proceedings Serials 409 (New York: American Institute of Physics, 1997) 393
- [14] M.F. Lu, Evolution of the filamentary current sheath in a plasma focus. In: Pereira, N. R. and Pulsifer, P.E., eds. Proc. 4th ICDZP, Vancouver, Canada 1997. AIP Conf. Proc. Serials 409 (New York: American Institute of Physics, 1997) 397
- [15] A. Muravich, E. Baronova, Y. Mitamura, **M. LU**, K. Sato, A. Baba, M. Horiuchi, K. Takasugi, and T. Miyamoto, "Observation of X-ray emission and neutron yield from a compact plasma focus", NIFS-PROC-42 (Japan, Toki, Nov. 1998) pp.127-133 (1999)
- [16] M. Kashani, K. Sato, T. Miyamoto, A. Baba, R. Horiuchi, K. Takasugi, K. Sasaki, **M. LU**, V.V. Virhrev, "Effect of Cathode Electrode in Plasma Focus Discharge", Proc. 8<sup>th</sup> Asia-Pacific Phys. Conf. (Aug. 7-10, 2000,

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- [17] M. Kashani, K. Sato, T. Miyamoto, A. Baba, R. Horiuchi, K. Takasugi, K. Sasaki, **M. LU**, V.V. Virhrev, "Cathode Effects in Plasma Focus Discharge", Presented at the Pulsed Power Meeting, (Oct. 26-27, 2000, Korea)
- [18] Y. Mitamura, A. Muravich, **M. LU**, K. Sato, A. Baba, M. Horiuchi, K. Takasugi, and T. Miyamoto, "Neutron yield and Scaling Law in compact plasma focus", 54<sup>th</sup> Annual meeting of Phys. Soc. Of Japan (March 25-31, 1999, in Hiroshima, Japan) 29p-XH-7 (Oral Presentation)
- [19] A. Muravich, E.O. Baronova, Y. Mitamura, **M. LU**, K. Sato, A. Baba, M. Horiuchi, K. Takasugi, and T. Miyamoto, "Observation of X-ray emission and neutron yield from a compact plasma focus", in Research meeting "Phys. And Appl. Of High Temp. And Dense Plasma Produced by Pulsed Power", (Dec. 13-14, 2000, Kouchi, Japan) (Oral Presentation)
- [20] M.F. Lu, C. Z. Liu and S. T. Yang, Use of pulsed high energy density plasma on materials surface modification, *Vacuum Sci. & Tech.* (1998) 18(5) 340-344 (In Chinese)
- [21] M.F. Lu, Studies of a Plasma Focus Operated at Higher D2 Filling Pressure, IEEE ICOPS'97 (IEEE: New York, 1997) 2P38
- [22] M.F. Lu, S.Z. Yang, C.Z. Liu, Modification of Polyester Film By High Energy Density Plasmas, IEEE ICOPS'97 (IEEE: New York, 1997) 2P39
- [23] M.F. Lu, S.Z. Yang, C.Z. Liu, Modified Thomson Spectrometer for the Detection of Low Energy and High Energy Particle Beams, IEEE ICOPS'97 (IEEE: New York, 1997) 2P40
- [24] M. Han, M.F. Lu, T.C. Yang, X.X. Wang, Influence of Electrode Structure on Neutron Emission in PF-40, IEEE ICOPS'97 (IEEE: New York, 1997) 2P42
- [25] M.F. Lu, Relation Between Filamentary Current Sheath and Ionization Energy in a Plasma Focus, IEEE ICOPS'97 (IEEE: New York, 1997) 6D04
- [26] M.F. Lu, Effect of Anode End Structures on Plasma Pinching in a Plasma Focus, IEEE ICOPS'97 (IEEE: New York, 1997) 6D05
- [27] M.F. Lu, S.Z. Yang, C.Z. Liu, Spatial Distribution of the High Energy Density Plasma in a Coaxial Gun for Surface Modification, IEEE ICOPS'97 (IEEE: New York, 1997) 6D06
- [28] M. Han, X.X. Wang, **M.F. LU** and T.C. Yang, INVESTIGATION OF PLASMA DYNAMICS IN PINCH PHASE OF PLASMA FOCUS, *J. Tech. Phys.*, 39, Special Suppl., 1998, 79-83. Int. Workshop Plasma-focus Res., Kudowwa Zdroj, Poland, July 6-8, 1998
- [29] M.F. LU, M. Han and T.C. Yang, EFFECT OF INSULATOR STATUS IN PLASMA FOCUS, Proc. Plasma'99, Warsaw, Poland, July 6-8, 1999

**Publications on Electrostatics (1988-1990):**

- [30] M.F. Lu, J.B. Qu and Z.Z. Chen, Computer Simulation of Electrostatic Discharges from Charged Oil Surface, Proc. of 4<sup>th</sup> Int. Conf. on Electrostatic Precipitation, (Academic Press, Beijing, 1990) 150
- [31] M.F. Lu and J.B. Qu, A Study on Safe Potential of Charged Hydrocarbon Oil, Proc. Int. Conf. on Modern Electrostatics (1988, Beijing, Academic Press) 407-410
- [32] M.F. Lu and J.B. Qu, Researches on Safe Potential of Charged Hydrocarbon Oil, *Electrostatics* (1989) 3(3) 3-7 (In Chinese)
- [33] M.F. Lu and J.B. Qu, Photoelectric measurement of Safe Potential of Charged Hydrocarbon Oil, *Modern Electrostatic Technology* (Academic Press, Beijing, 1988) 315-318 (In Chinese)