



Ed Niu

After graduating from Princeton University in 1993 with an electrical engineering degree, Mr. Niu attended the University of Illinois at Urbana-Champaign. There, he received his Masters of Science degree after two years of arduous study and work. He then went to work for a leading aerospace company that designed satellite communication systems. With dedication and teamwork, he co-authored three patents for the company, and was well respected by his peers and managers.

But the bureaucracy of a large company and the departure of some key mentors caused Ed to think that working long-term for the company might not be part of his future. “In engineering, you have to keep up with technology and constantly grow your knowledge, otherwise you can become expendable. Even worse, if you learn the technologies that do not become accepted in the marketplace, you not only will be downsized, but finding a new job will be very difficult as well.”

Ed recognized that having multiple skills, outside of engineering, would be necessary for future success. However, he had no business experience, no sales experience, and very limited communication skills. To make matters worse, he didn’t know how to educate himself on these skills.

It was during this time that his classmate from Princeton, and current Senior Vice President, Brian Sax gave him a call about ACN. Although Ed had never seen nor heard of network marketing, he could not deny the opportunity with ACN. “It made logical sense to me that I could refer customers to potentially save money and I would earn a percentage on what they used.” He also saw a way to gain those business skills that he lacked while earning a residual income.

The transition from analytical engineer to enlightened entrepreneur was fraught with negativity, doubt, delay, and challenges. Many thought he was crazy and could not believe that he would “waste” his prominent education and engineering potential. But through perseverance and a willingness to grow and learn, Ed eventually left engineering to pursue a full-time ACN business. He currently overrides a customer base of over 20,000 customers, and has helped dozens of people earn their way into the top production clubs of the company. “The sacrifice was worth it and I’ve worked with some of the most amazing people that I would never have even met if I had been in engineering. It’s even more rewarding to know that the more people you help achieve what they want, that you automatically achieve what you want.” Ed looks forward to the years ahead and seeing those he has worked with become successful both professionally and personally.