



Career Development Seminar

Marketing Inside-out & Communication

Date 7 November 2015 (Saturday)
Time 2:15 – 5:15 pm
Venue Mrs. Padma Harilela Lecture Theatre (WLB104)
 Lam Woo International Conference Centre
 Shaw Campus
 Hong Kong Baptist University
Speaker: Mr. Alex H.Y. Chung

Outlines

1. A marketing specialist reviews the evolvement of electronic appliances from analogue to digital for the past twenty years in Asia;
2. Key success factors in Marketing & Communication for product and people;
3. Enhancement of career development through positioning and branding;
4. Are you well informed and prepared?

COME AND JOIN OUR SEMINAR

LEARN HOW TO BE SUCCESSFUL FROM PROFESSIONALS

Speaker's Profile

Mr. Alex H.Y. Chung

Alex HY Chung is the Marketing and Business Strategy Director of Pizza Hut Hong Kong Management Limited, Jardine Restaurant Group. He leads the company to further strengthen its business and marketing for its Food & Beverage business, and extend into a leader for continued growth in the region. In his role, Alex is responsible for devising business strategic directions for the company and managing marketing operations with focus in Hong Kong and Macau market.

With two decades of experience in the technology and consumer electronics sectors, Alex has a proven track record in sales and marketing, channel distribution, business development, and retail business management across AV & digital imaging, IT business, mobile phone business, pocket-size smart-connected devices and home appliances.. Prior to joining Jardine Restaurant Group, Alex held various management positions in sales and marketing as well as business development at the Lenovo, Shun Hing Group, Samsung Electronics and Sony Corporation. His latest capacity was the General Manager of Lenovo Hong Kong, where he was responsible for overall Hong Kong operation including sales, marketing, operation and business expansion. During his tenure with Samsung Electronics HK Co. Ltd., he was the Chief Operating Officer, where he successfully achieved the leading position for the company's smartphone and LCD TV businesses.

Alex holds an Executive Master's Degree in Business Administration from the Richard Ivey School of Business, The University of Western Ontario and a Bachelor Degree in Business Administration (Hons) - Marketing from the Hong Kong Baptist University. He is currently a Councilor of the Hong Kong Information Technology Federation, a fellow member of the Chartered Institute of Marketing (UK) and a Chartered Marketer. He also serves as an advisory committee member of the School of Business at the Hong Kong Baptist University.

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## **Registration**

For registration, interested graduates may email the following information to Mr. Arnold Chan at [acbkmfam@gmail.com](mailto:acbkmfam@gmail.com) **on or before 5pm, 30 October 2015**. Seats will be filled on a first-come-first-served basis.

Name:

Phone Number:

Department:

Year of Graduation:

University (UIC or HKBU):