



**Sales and Marketing  
Consulting Unit**

## 2<sup>nd</sup> MARKETING EXCHANGE FORUM

12.04.2023

**Full Day Event**



香港城市大學  
City University of Hong Kong

# Event Program

## April 12, 2023

The Sales and Marketing Consulting Unit (SMCU) aims to become a platform to foster collaboration between scholars and industry leaders through research initiatives, executive education, and consulting services. SMCU leverages research expertise of sales and marketing scholars to provide solutions to business problems and enhance business performance.

8:30 - 9:00 A.M.	Registration	
9:00 - 9:10 A.M.	Opening remarks	
9:10 - 9:50 A.M.	Keynote & Q&A	Prof. Vanitha Swaminathan, Co-editor, Journal of Marketing
9:50 - 10:30 A.M.	Keynote & Q&A The innovative logic behind the great transformation of new retail and new consumption.	Mr. Yuening Wu, Founder and President, KK Group
10:30- 10:45 A.M.	Coffee Break.	
10:45- 12:00 P.M.	Presentation and Panel Discussion CONSUMER INSIGHTS	Presentation by Dr. Jinjie Chen & Dr. Lei Su  Panel moderated by Mr. Anson Bailey, Head of Consumer & Retail ASPAC, KPMG  Mr. Richard Afandy, Student Dr. Jinjie Chen, Assistant Professor Ms. Zeyu Chen, Student Mr. Ivan Perera, General Manager APAC, Moschino Dr. Lei Su, Associate Professor
12:00- 1:45 P.M.	Lunch Break.	
1:45 - 2:25 P.M.	Keynote & Q&A Digitalization of Supply Chain	Mr. Billy Wei Wang Founder and President, Xinyun Group
2:25 - 3:40 P.M.	Presentation and Panel Discussion MARKETING STRATEGIES	Presentation by: Dr Xu Zheng & Prof. Zhilin Yang  Panel moderated by Dr. Xu Zheng, Associate Professor Department of Marketing, City University of Hong Kong  Ms. Sarah Cestau, Head of APAC , Within International Ms. Lisa Farcis Wong , Sustainability Manager , Lululemon Prof. Zhilin Yang, Professor
3:40 - 3:55 P.M.	Coffee Break.	
3:55 - 4:35 P.M.	Keynote & Q&A Transforming ChatGPT hype into strategic AI innovation	Mr. Andrew Ma Founder and CEO, Chorev Consulting Intl Ltd., c-Founder of Steambuilding Ltd.
4:35- 5:35 P.M.	Presentation and Panel Discussion MARKETING ANALYTICS & AI	Presentation by Dr. Zibin Xu  Panel Moderated by Mr. Anson Bailey Head of Consumer & Retail ASPAC, KPMG  Dr. Zibin Xu, Assistant Professor Prof. David Li, Professor and Head Mr.Andrew Ma, Founder and CEO, Chorev Consulting Intl Ltd. Mr. Pak Ting, Founder & CEO, Voltee AI
5:35 - 5:50 P.M.	Closing Remarks	

# Speakers

**Dr. Vanitha Swaminathan**  
**Thomas Marshall Professor of Marketing at the University of Pittsburgh**  
**Director of the Katz Center for Branding**

Dr. Vanitha Swaminathan completed her undergraduate degree in Economics from the University of Madras, MBA from XLRI and subsequently received her PhD in Business Administration from the University of Georgia. Professor Swaminathan has published extensively in various leading marketing and management journals including Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Marketing Science, Strategic Management Journal, Journal of Academy of Marketing Science, Journal of Consumer Psychology, among others. She has won awards for her research including AMA Conference Best Paper Awards (multiple times), Lehmann Best Paper Awards (twice), Journal of Advertising's Best Paper Award. She has also won awards for her research, teaching and service at the University of Pittsburgh.



**Yuening Wu**  
**Founder and Chief Executive Officer of KK Group**

As one of the first product managers and serial entrepreneurs at the rise of the mobile internet tide in China, MR. Wu Yuening has more than 10 years of management and operation experience in the internet and retail industry in China and is committed to promoting retail innovation. With the continuous cultivation and unique insights into the new retail and mass consumption field, Mr. Wu has led the kk group to become a representative enterprise and practitioner of the fashion retail model. Kk group is committed to realizing the corporate mission of "Live great life without boundaries", and strives to become a world-class trend retail enterprise through continued innovation.



**Anson Bailey**  
**Head of Consumer & Retail, ASPAC**

Anson joined KPMG in Hong Kong in 1999 and is currently a Partner based in the Hong Kong office heading up the Consumer & Retail Practice in the ASPAC region. He is part of the KPMG Global Consumer & Retail Steering Group as well as a member of the Global Technology Innovation Centre. Anson has been active in driving a number of thought leadership reports and executive briefings for senior executives covering innovation and consumers in China and across Asia. He has worked with many corporates to understand the complex markets we live in and current levels of disruption being seen with recent reports including Global Mobile Payments, Consumers & Convergence, Mobilizing Innovation: The Changing Landscape of Disruptive Technologies, The Rise of the Digital Multi-tasker, Be a Smarter Start-up, MNCs in China, Made in China 2025, China's Connected Consumers, Global Connected Consumers, Connecting Hong Kong – Perspectives on our future as a smart city, Connected Cities – insights across the ASPAC region and The Changing Face of Commerce series.



**Ivan Perra**  
**General Manager, Asia, Moschino S.p.A**

Ivan Perra is currently General Manager Asia of Moschino SPA, responsible of regional P&L and expansion. Prior to Moschino, Ivan was Senior Director APAC at Versace in charge of Travel Retail. Being based in Asia for more than 15 years, he has started his career in retail for Kartell franchisee in Hong Kong, opening and managing the first 2 stores in the market in 2006; subsequently he moved to Lanificio F.lli Cerruti dal 1881 for a role as Regional Sales Manager (APAC and North Asia). After Cerruti, Ivan took up a new challenge as Area Manager at Cote&Ciel (Parisian premium accessory brand) in charge of retail and wholesale development in the region. In 2015, Ivan joined French Maison Kenzo (LVMH Group) with a Business Development role in APAC, before moving to Roberto Cavalli where he eventually reached the position of General Manager Asia.



**Billy Wei Wang**  
**Founder and Chairman of Shenzhen Tianxingyun Supply Chain Co**

Wang Wei (Billy), a gold medalist in the National Mathematics Olympiad, has a bachelor's degree from Nanjing University, a master's degree from the University of Melbourne, a Ph.D. from City University of Hong Kong, a visiting professor at Waseda University, and one of the top ten innovative figures in the Guangdong-Hong Kong-Macao Greater Bay Area. Bring Xingyun Group into the ranks of China's new economic unicorns in 5 years. Put forward the cloud supply chain theory of "marketization of social inventory and socialization of market inventory". With a mind that makes global buying and selling easier.



**Sarah Cestau**  
**Head of APAC at Within International**

Sarah is a growth-oriented director with eight years' experience in media, communications, and brand marketing. Her work at the global strategic consultancy and branding agency Within International revolves around thought leadership, business development and performance strategy to ensure excellent client servicing. Within International delivers high quality work for the world's leading businesses in real estate, law, insurance, construction, finance, and engineering. The creative agency is a sustainable organisation taking active steps to minimise their environmental impact through their work with Prime Ministers, The UN, World Economic Forum and the launch of Enter Agora - a metaverse extension of businesses connecting professionals around the world for less money, less time, and less carbon than ever before.



**Lisa Wong-Farcis**  
**Sustainability Manager at Lululemon**

Lisa is the Sustainability Manager for Lululemon. She oversees sustainability and circularity initiatives in APAC. Prior to joining Lululemon, Lisa held leadership regional roles with luxury brands Mulberry, Lanvin and Jean Paul Gaultier. She was also involved in setting up an online marketplace of overseas and local sustainable brands. Lisa holds an BBA from Simon Fraser University in Vancouver.



**Andrew Ma**  
**Founder and CEO, Chorev Consulting Intl Ltd., and c-Founder of Steambuilding Ltd.**

Since 2006, Andrew has been providing innovative training and consulting services to some of the largest corporations in the world such as Microsoft, New World Development, Swire Properties, Bank of East Asia, China Construction Bank, Sui On, DHL, Dragages, Gammon, and different HK Govt agencies. With a 12-year career in the hi-tech area working in leading tech companies such as Juniper Networks, Bell Northern Research, and Nortel Networks in North America and Asia, he has built up solid global hi-tech experience in marketing, strategic planning, and product development. Coupled with 14 years of leadership training and consulting experience working with leaders in different companies, he has developed unique communication skills to bridge the gaps between tech and non-tech professionals. His rich educational background includes Ph.D. in Global Leadership, EMBA, BA. in Economics, and BSc. & MSc. in Electrical Engineering.



**Pak-Sun Ting**  
**Founder and CEO of Votee A.I. Limited**

Pak-Sun Ting is the founder and CEO of Votee A.I. Limited, a company that uses technology and artificial intelligence to help modernize the knowledge industry. Votee is an Asia-based company with a digital footprint across Asia and partnerships across 3 continents. Prior to becoming an entrepreneur, Pak was head of fixed-income at the Bank of China (Hong Kong) for close to 7 years where he helped establish both the sales and syndicate teams. Before that, Pak was a Director at Standard Chartered Bank and an Associate at J.P. Morgan. Pak is a Fellow of the Canadian Securities Institute, a Chartered Investment Manager, and received his Bachelor of Administrative Studies from York University in Toronto.



## Contact Us

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