

HKECIA Conference
6th June 2019
Hong Kong Convention & Exhibition Centre

BIOGRAPHY OF SPEAKERS, PANELISTS & MODERATORS



Mr. Ian Chan
Senior Director, Business Development, International Business Group, Tencent

Ian has more than 15 years of experience in media and digital marketing industry. Prior to his tenure in Tencent, he had worked at Commercial Radio and Television Broadcast Limited (TVB).

With his extensive exposure and network, he has successfully led various teams to deliver proven track record of achievement in sales, marketing and business development.

Ian holds an Executive MBA from the Chinese University of Hong Kong. He is a regular speaker on the topic of digital marketing and smart retail, who attained a number of digital related awards including Chief Marketing Officer (CMO) Award from Hong Kong Institute of Marketing.



Mr. Justin Choy
Managing Director and Lead Design Engineer, Creative Technology Hong Kong

Justin is mainly responsible for continuing the company's ongoing expertise in the field of Events Engineering. He heads several design teams in creating unique and innovative systems to create the one-of-a-kind experiences that have become synonymous with the CT name. Before becoming Managing Director, Justin was a well sought-after video and graphics operator, most notably in both Encore and Hippo systems, and has flown all over the world to create visual spectacles everywhere. He specializes in Large-Format and New Visual media by challenging the boundaries of which most people expect to experience visual graphics. His work has been experienced by many in such high profile events as the Sands Cotai Central Grand Opening, Christian Dior Fashion Show, Detour Hong Kong, Cle de Peau beauty table projection, Lumieres Hong Kong.

Justin is a Master of Science Graduate with Honors, Cum Laude from the University of Southern California, Los Angeles. He began his career not in the Events Industry, but as an Electrical Engineer at Second Sight Medical Products, where he designed, implemented, and tested several software applications and digital circuits used in a retinal prosthesis (for the visually impaired) as well as training and testing of patients in clinical trials.



Ms. Michelle Cao
Founder and CEO, VPhoto

Michelle Cao was the Head of R&D Finance and Controlling of a Global Fortune 500 company (Asia Pacific) with a master's degree in Finance. In 2011, she returned to China and started her own business with her husband. In 2015, she founded VPhoto. As of October 2018, VPhoto has cooperated with over 4000 photographers whose services cover 176 Chinese cities and 16 other countries. She is known as the "Queen of internet image from China".



Mr. Gu Xuebin
Chairman, IAEE Asia Council
Managing Partner, SINOPlus Advisory
Founder & CEO, WeMeet Chairman

As a serial entrepreneur, Mr. Gu Xuebin focused on technology and event industry for 20 years, developed Info Salons into the leading brand for event technology services in the world. He also founded SINOPlus Advisory, the first advisory firm focusing on the internationalization of China MICE industry. Prior to that, he took different IT and management roles for IBM, Mellon Bank, and other multinational companies in both China and the United States.

Mr. Gu Xuebin was certified as CEM (Certified in Exhibition Management) by IAEE, PMP (Project Management Professional) by PMI. He became a registered CEM instructor in 2006 and has been teaching Event Information Management class in China for the past 13 years. Mr. Gu Xuebin was appointed as the Chairman of IAEE Asia Council in 2017.



Ms. Sarah Williamson
Vice President & Creative Director of Jack Morton

Sarah is a firm believer that the most effective way to connect a brand to their audience is through experiences that trigger an emotional response. With 20 years of experience in the creative and design fields, she has successfully created leading conceptual and visual strategies across multiple experiences and live marketing campaigns for some of the most sought-after brands in Hong Kong including Cartier, FWD, Google, HSBC, and Sands China. From bespoke high profile events for luxury clients, public and consumer campaigns to conferences and gala dinners, Sarah continues to be a key creative driving force in Jack Morton Hong Kong, creating extraordinary experiences through the art of storytelling and relationship building.



Mr. Gregory Crandall
Director of Brand Engagement, Pico+ Hong Kong

Understanding client goals and audience/market needs and delivering creative interactive solutions is a key thread in Gregory Crandall's diverse career. In Silicon Valley, he provided content and event services for several years to iconic brands such as Apple and Disney. Relocating to Asia, he founded a successful agency, worked with the Pico Group, and managed major title publications at two media companies. In early 2017 Greg rejoined the Pico Group to spearhead Pico+ Hong Kong. His current role focuses on building bridges between content, data, technology and live experiences, helping brands connect deeply with a growing generation of digital consumers.



Mr. Mark Cochrane
UFI Regional Manager, Asia Pacific

Mark Cochrane is the UFI Regional Manager, Asia Pacific. He is also the Managing Director of Business Strategies Group (BSG), a business intelligence and strategy consulting firm focused on the B2B media industry in Asia – with a particular emphasis on exhibitions and events in Asia. Through its consulting practice and its relationship with UFI, BSG works with major exhibition organisers, venues and governments across Asia.

Mark has been based in Hong Kong for over 20 years and joined BSG in 2006. Prior to BSG, Mark worked in a variety of roles primarily focused on B2B media and market research including three years at Global Sources in marketing roles and three years at The Gartner Group as a senior research analyst. Mark earned an MBA from Thunderbird, the American Graduate School of International Management, in 1997. Mark is on the board of the Business Information Industry Association and presents regularly on the exhibition industry at various conferences and events in Asia.