

Lambert Chan

Program Director, Asia Communication and Marketing Council
The Conference Board

Lambert Chan is a seasoned CEO with expertise in marketing, corporate communications, sales and customer service with 30 years of proven track record in a number of highly competitive industries including luxury retailing, telecom, tourism and banking. He was the Executive Director and Deputy CEO of TSL Jewellery Group and has held senior management positions in well-known multi-national corporations such as being the Managing Director, Cards and Unsecured Loans at the DBS Bank (Hong Kong) and General Manager, Destination Marketing at the Hong Kong Tourism Board. Prior to joining the Tourism Board, he was the General Manager, Marketing and Sales at Hong Kong Telecom (currently known as PCCW) where he also became the youngest General Manager in the telecom sector in Hong Kong.

Being crowned as the “Marketing Genius” and “Miracle Maker” by the industry and the media, Mr. Chan is highly creative and dynamic by profession and had launched and managed many award winning businesses including the famous “ **1010**” and **One2Free** mobile services that had revolutionized the telecom industry.

His past achievement has earned him a number of international management and marketing awards including the Global Cable & Wireless Chief Executive Award, the Grand and Gold Awards accredited by the Pacific Asia Travel Association (PATA), two Gold and Silver awards from the EFFIE Marketing Award and three times from the Hong Kong Management Association/TVB Marketing Excellence Award. His launch of the One2Free brand was accredited the Most Favourite TV Campaign out of the 30th Anniversary of such Award in Hong Kong.

He is also active in serving the community in the academic arena. Besides giving talks at various universities and tertiary institutions, he was being invited to be the Honorary

Guest Lecturer for the Global and Creative Industry (GCI) Program under the School of Modern Languages and Culture, Faculty of Arts at the University of Hong Kong as well as the Adjunct Assistant Professor for the Master of Arts in Bilingual Communication at the Polytechnic University. He also serves as the External Member of the GCI Advisory Board of the School. Moreover, he sat on the Programme Vali-dation Panel of the HKU SPACE to assess the academic validity and quality of the programme proposal.

Lambert is a management consultant and had been a columnist for the Executive and Management section of the Hong Kong Economic Times and Ming Pao. He is currently a radio host at D100 and Metroradio Broadcast. He is also a long serving Gospel singer-song writer and published a number of Christian song albums since 1988.