

Dr. Jeffrey Hui (凌羽一博士)

Managing Director, InnoSights Limited

EdD (Bristol), MSt (Cand) (Cambridge), EMBA (CUHK), MA (HKU), BBA (Hons) (CUHK)

FHKIM (Life), ProM, FIMS, Beta Sigma Gamma (Life), DTM, CNLPT, CNLPMP

Professional and Professional Qualifications

- **Doctor of Education (EdD) – University of Bristol (Bristol), U.K.**
- **Master of Studies (MSt) (Cand) – University of Cambridge (Cambridge), U.K.**
- **Executive Master of Business Administration (EMBA) – The Chinese University of Hong Kong (CUHK), Hong Kong**
- **Master of Arts (MA) – The University of Hong Kong (HKU), Hong Kong**
- **Bachelor of Business Administration (Honors) – The Chinese University of Hong Kong (CUHK), Hong Kong**
- **Fellow (Life) – Hong Kong Institute of Marketing (HKIM), Hong Kong**
- **Professional Marketer (ProM) – Hong Kong Institute of Marketing (HKIM), Hong Kong**
- **Fellow – Institute of Management Specialists (IMS), U.K**
- **Life Member – Beta Gamma Sigma (BGS), U.S.**
- **Distinguished Toastmasters (DTM) – Toastmasters International (TI), U.S.A.**
- **Certified Global NLP Trainer – NLP University (NLPU), U.S.A.**

Dr. Jeffrey Hui, a leading strategic i-Marketing and education expert in the region, is **Managing Director of InnoSights Limited**, **Honorary Advisor and Former Chairperson of Hong Kong Institute of Marketing (HKIM)**, **Producer-in-Chief (Education) of Metro Radio** as well as **Phoenix Intellectuals Foundation (Charitable Institution: 91/13147)**. With over a decade of marketing, consulting, management and training experience, Jeffrey specializes in “Strategic Brand Management”, “Strategic i-Marketing (Digital and Social Media Marketing)”, “Strategic Marketing”, “Strategic Career Development”, “Strategic Salesmanship”, “Consumer Insights”, “Youth Leaders Development” and “Learning Strategies”.

As a well-rounded marketing and training professional, Jeffrey served at various top-notch business, media and educational organizations, including Procter & Gamble (P&G), Cathay Pacific Airways (CX), Television Broadcasts Limited (TVB), Radio Television Hong Kong (RTHK), The Chinese University of Hong Kong (CUHK) and King’s Glory Education (KGE).

Jeffrey has keen interest in the research of business theories and practices. Since 2002, he has been conducting extensive face-to-face interviews of over 1,000 reputed CEOs, scholars, business and community leaders from a wide range of fields in Hong Kong and The Greater China. Added to this, Jeffrey has contributed articles on strategies, marketing and branding as columnist in various newspapers, magazines and social media, including “Master Insight” (《灼見名家》), “Hong Kong Economic Journal” (《信報》), “Hong Kong Headline Daily” (《頭條日報》), and “Marketing Excellence” published by Hong Kong Institute of Marketing (HKIM). He has co-hosted a series of radio programs on Strategic Marketing and i-Marketing as well as education for the Finance Channel of Metro Radio Hong Kong (新城電臺).

Jeffrey has also authored and co-authored several top-selling books on branding, marketing, strategies, and management, including:

- **“Winning Marketing Strategies – The 50 Marketing and Branding Cases”** (《贏銷策略 —— 打造品牌必讀 50 例》), etPress (經濟日報出版社) (2012)



- **“Talk with CEOs – Interviews of 30 Top Senior Executives in Hong Kong”** (《商識滿天下 —— 香港商管翹楚 30 訪》), Sing Tao Publishing Limited (星島出版社) (2013)

- **“Let Our Brands FLY!-The Winning Digital and Social Media Marketing Strategies”** (《讓品牌「飛」!—— 策略社交媒體、網絡營銷實戰秘笈》), etPress (經濟日報出版社) (2014)



*NO. 1 Finance and Business Category Bestseller at Eslite (誠品書店)

*The 1st Publishing on Strategic Digital and Social Media Marketing in Hong Kong

- **“Super Brand Links! – The Winning Strategies of 10 Top Marketers in The Greater China”** (《品牌超連結——十大 Marketers 成功實學》), etPress (經濟日報出版社) (2016)

* Yearly NO.1 Finance and Business Category Bestseller at Eslite (誠品書店) / Business and Management Bestseller at The Commercial Press (商務印書館)

- **“i-Marketing 0 & 1 – Strategic i-Marketing Scriptures in the New Age”** (《贏銷 0 與 1——新世代營銷實踐攻略》), Enrich Culture Press (天窗出版社) (2017)

*NO. 1 Finance and Business Category Bestseller at Eslite (誠品書店)

Apart from these, Jeffrey has also lectured at The Chinese University of Hong Kong (CUHK), The Chinese University of Hong Kong (Shenzhen) (CUHK Shenzhen), The Polytechnic University of Hong Kong (HKPU), Chu Hai College, Hong Kong Institute of Marketing (HKIM) and The Hong Kong Management Association (HKMA). Delivering an outstanding level of teaching and training quality, he was elected as “The Best Lecturer of the Year” (ranked 1st among 104 university lecturers) in 2009 and obtained a full score of 6.00/6.00 for teaching evaluations for two consecutive years in 2018 and 2019. Jeffrey was also appointed as Adjunct Professor in Marketing by Guangdong Food and Drug Vocational College, Academic Advisor of Master of Science (MSc) in Marketing Programme by The Chinese University of Hong Kong, Academic Advisor of Department of Business Administration by Hong Kong Shue Yan University, External Advisor of Faculty of Business by Chu Hai College of Higher Education.

As an experienced marketing and training consultant, Jeffrey has been invited to conduct a vast range of training, workshops and talks (over 1,000 sessions) and to provide consulting services to various high-profile corporations, universities and tertiary institutions, and other non-profit-making organizations, including:

- **Technologies, Solutions and Utilites:** Google, LinkedIn, Oath: (Yahoo!), Canon, IBM, Adobe, Deloitte, Adobe, Pico, Hong Kong Electric, New World Telecom, etc.
- **i-Media and Ad Agencies:** Hong Kong Economic Times, CTGoodJobs, Job market, New World i-Media, GuruOnline, Publicis, Babykingdom, etc.
- **Consumer Goods:** L'Oréal, L'Oréal Men Expert, Garnier, Maybelline, 3M, P&G, Gillette, Venus, etc.
- **Pharmaceuticals:** Pfizer, GSK, Physiogel, AstraZenaca, Johnson and Johnson (J&J), Schick, Chinese Pharmaceuticals, etc.
- **Food, Beverages and Catering:** Coca Cola, Nestle, General Mills, Haagen-Dazs, Watson's Water, COOL, The Spaghetti House, Oliver's Super Sandwiches, etc.
- **Banking and Finance:** HSBC, Bank of America Merrill Lynch, AIA, Manulife, FTLife, MetLife, Centaline Financials, etc.
- **Properties Developers and Agencies:** Hutchison Whampoa Limited, New World Group, Vanke Properties, Hang Lung Properties, Sun Hung Kai Properties, Centaline Properties, Ricacorp Properties, etc.
- **Other Retails:** Park'n Shop, Adidas, Glorious Sun, JeansWest, Quicksilver, Roxy, Fenix Group, Comvita, Neo Derm Group, etc.
- **Automobiles and Transportations:** Inchcape, Cathay Pacific, HIT, Oriental Logistics, etc
- **NGOs, Charities and Social Enterprises:** Toastmasters International, Salvation Army, YMCA, Po Leung Kok, Junior Achievement, AIESEC, Rotary Club, Rotaract Club, The Law Society, GSI, HKYTSA, JCI, Givers, etc.
- **Professional Bodies:** Hong Kong Management Association (HKMA), Hong Kong Institute of Marketing (HKIM), CPD Alliance, etc.
- **Governmental Bodies and Related Organisations:** Education Bureau, Labour Department, Hong Kong Housing Authority, Trade and Industry Department, Hong Kong Trade Development Council (HKTDC), Cyberport, Hong Kong Science and Technology Park, etc.
- **Universities and Tertiary Institutions:** Imperial College London, The University of Hong Kong, The Chinese University of Hong Kong, The University of Science and Technology, The City University of Hong Kong, The Polytechnic University of Hong Kong, Hong Kong Baptist University, Lingnan University, Shue Yan University, The Education University of Hong Kong, The Open University of Hong Kong, University of Wales, IVE, NLP University, etc.

As a passionate business and marketing professional, Jeffrey has been striving his best to help enhance the professionalism of the business and marketing fields and currently has served as:

- **Honorary Advisor and Former Chairperson, Hong Kong Institute of Marketing (HKIM)**
- **Specialist (Business and management; Education), The Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ)**
- **Member, Committee on Promotion of Organ, Food and Health Bureau, Hong Kong SAR Government**
- **Council Member and Honorary Secretary, Continuing Professional Development Alliance (CPD Alliance)**
- **Final Jury, Effie Awards (Greater China)**
- **Vice President, ECI Awards (Greater China)**
- **Final Judge, Yahoo! Big Chair Awards**
- **Founding Chairperson, Phoenix Intellectuals Foundation (Charitable Institution: 91/13147)**
- **Founding Chairperson, Phoenix Toastmasters Club**
- **Founding Chairperson and Convener-in-Chief, Hong Kong Business Leaders Programme (HKBLP)**
- **Convener-in-Chief, “Everyone Learns Marketing”**
- **Chairperson, “Big Data – To Infinity and Beyond”, EMBA Annual Conference 2015, The Chinese University of Hong Kong (CUHK)**

In appreciation to his academic achievements, continuous leadership, efforts and contributions in business education and community services, Jeffrey was granted:

- **Dean's List, Faculty of Business Administration, The Chinese University of Hong Kong (CUHK), Hong Kong**
- **Lifetime Membership, Beta Gamma Sigma, the International Honor Society for The Association to Advance Collegiate Schools of Business (AACSB), U.S.A**
- **Awardee, The 3rd Global Chinese Outstanding Youth Award, Global Outstanding Chinese Association, Greater China**
- **Awardee, 6th Young Leaders Award, JCI Harbour, Hong Kong**
- **Awardee, 4th Youth DreamMakers Selection, Youth DreamMakers Association, Hong Kong**
- **The Chung Chi Academic Creativity Award, The Chinese University of Hong Kong (CUHK), Hong Kong**
- **Distinguished Toastmasters (DTM), Toastmasters International (TI), U.S.A.**