

# Ethan Lam

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## Education:

PgCert in Law & Finance

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**Queen Mary University of London** 2018

MSc in Programme and Project Management

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**University of Warwick** 2017

Highlights of my research on New Product Development for Technology SMEs and Start-ups

- Challenges in New Product Development
- Agile approach adopted in developing new products
- Analysis on New Product Development process
- Recommendations for customer involvement in New Product Development

Bachelor of Language Studies (English) (Honours)

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**The Open University of Hong Kong** 2012

## Entrepreneur Experience:

Founder of MPF Hero July 2018 - Present

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MPF Hero (An advising platform for Mandatory Provident Fund) (Hong Kong)

- Building up a website platform for analysing MPF
- Conducted market research
- Developed product prototype
- Built business model
- Project management

Co-Founder (ACRALA for East London Social Hack March 2018

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Queen Mary University of London (London, UK)

- Product development
- Researched and built business models
- Project Management
- Collaborated with team members to achieve common goals

Co-Founder (Hidden Gems, Coventry for Social Innovation Challenge June 2017

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University of Warwick (Coventry, UK)

- Developed and executed business ideas for promoting Coventry as a city of culture
- Conducted market research throughout the product development stages
- Product development (Mobile Application)

## Working Experience:

Market Research Intern at a Technology Start-up June 2017 – Sep 2017

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Wellspace (Leamington Spa, UK)

- Conducted market research for a new product
- Researched potential market opportunities, competitive analysis and existing products
- Researched legal requirements in compliance with the data protection law

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| Postgraduate Ambassador (Part-time)  | Oct 2016 – Sep 2017  |
| University of Warwick  | (Coventry, UK)       |
| <ul style="list-style-type: none"> <li>Presented as a representative for the university in recruiting prospective students</li> <li>Provided peer-to-peer guidance and support to current postgraduate students</li> <li>Supported a variety of departments across the university at on-campus and off-campus educational fairs</li> </ul> |                      |
| Executive Assistant (Finance & Supplies)   | June 2015 – May 2016 |
| Vocational Training Council  | (Hong Kong)          |
| <ul style="list-style-type: none"> <li>Organised and planned purchasing activities (sourcing, placing orders, &amp; liaising with suppliers)</li> <li>Collaborated with vendors and suppliers to proceed contracts and supplies</li> <li>Co-ordinated with various departments in project management</li> </ul>                            |                      |
| Corporate Sales Executive  | Aug 2014 – Apr 2015  |
| SmarTone Telecommunications Limited  | (Hong Kong)          |
| <ul style="list-style-type: none"> <li>Presented and promoted IT programmes and solutions to SMEs' decision makers</li> <li>IT product demonstration</li> <li>Provided corporate customer services</li> <li>Project management</li> </ul>  |                      |
| Sales Executive  | Nov 2013 – Aug 2014  |
| Smart Education Co. Ltd  | (Hong Kong)          |
| <ul style="list-style-type: none"> <li>Presented and promoted e-learning programmes and products</li> <li>Organised and promoted programmes and products in industrial seminars and conferences</li> <li>Product demonstration</li> </ul>  |                      |

**Languages:**

English, Cantonese, and Mandarin

**Skills:**

HTML, CSS, JavaScript, SQL, and PHP

**Extracurricular Activities:**

Postgraduate Mentor for the University of Warwick (2017)

Student Union Liaison Executive for WMG Society in University of Warwick (2016 – 2017)

10KM Runner for Standard Chartered HK Marathon (personal best: 63 Minutes) (2016)

Skydiving achievement (9,000 feet) (Australia) (2013)

Volunteer for Sydney Running Festival (Australia) (2012)

**References:**

Available upon request