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I'm a proven Head of Customer Experience - APAC with a deep understanding of eCommerce landscape & my specialty is Omnichannel & Innovation Strategy

Recently, I've delivered a Store of the Future Program — a Next Generation Omnichannel solution for [www.suning.cn](http://www.suning.cn) China's 3<sup>rd</sup> largest eCommerce platform. My deliverables were: user experience model, customer journeys, omnichannel strategy, data collection solution, CRM platform & measurement indices

With +15 years of Retail, eCommerce, Shopper, Sales, Strategic Planning, Operations & FinTech in Consumer Goods (incl. Mobile Phones, Fast fashion & Cosmetics, Leisure & Lifestyle) Telecommunications & SAAS experience in; China, Japan, South Korea, Australia & throughout S.E. Asia & India.

I've collaborated with platforms; Shopify, WeChat, amazon, Lazada (Thailand) & JD.com (China) & formats Nike (Japan), Samsung (S.E. Asia).

While leading WW UX launches incl; Samsung 22 x Mobile handset (Globally), SK II (Japan & Korea), Rebel Sport (Australia) G.A.P (relaunch - China), Suning (China). I can speak Chinese (Mandarin — middle School) & Japanese (Elementary level) ☺

I am Australian citizen, single, residing in Bangkok Thailand & due to COVID-19 I am available now

Current: VLEEMO <https://www.vleemo.be/> BANGKOK, THAILAND

Overview: Belgium (Flemish) Ecology Energy Environment Company <https://www.influxdata.com/customer/vleemo/> specializing in renewable energy. They have diversified into Health Care & Nuclear Medicine specializing in cancer diagnostic imaging & treatments. VLEEMO first project in Asia is the creation of an Oncology Center of Excellence in Phuket Thailand.

Role: **VP Innovation & Customer Experience**

- Created the value proposition incl. Thai Government BOI (Board of Investment) submissions for tax & resource exceptions.
- Built a Cost, Pricing & Revenue Model for the oncology facility
- Selected the strategic partnerships (GE & Siemens) for nuclear machines (a member of management team)
- Due to COVID-19 the role has been suspended.

Feb-Dec 2019: Suning [www.suning.cn](http://www.suning.cn) SHANGHAI, CHINA

Overview: Convenience (CVS) Store of the Future Program for [www.suning.cn](http://www.suning.cn) (3<sup>rd</sup> largest eCommerce player in China).  
Task: Commissioned to develop Suning their "new retail" Convenience Store solution in Nanjing China.

Role: **VP Retail & eCommerce — Store of the Future Program**

- Created the value proposition for Suning's next generation "new retail" solution CVS (convenience store)
- Developed the architecture & CRM management solution for data capture, collection & algorithm
- Reconstituted the Suning purchasing app with a bio-metric reader to create "real time" personalized individual branded experiences.
- Developed platform to design consumer profiles to house all shopper data to create individual moments in time to drive purpose intent.
- Oversaw store design & platform build (incl. UX experience builds & branded & new product guidelines).
- <https://christopherlyons.net/>

2016-2019 Tulla Private Equity Group SINGAPORE - SYDNEY, AUSTRALIA

Overview: Tulla Private Equity is an investment group focusing on middle market listed companies, private equity, venture capital & debt.

Role: **Head of Retail & Innovation— Retail, eCommerce & Customer Experience**

- Portfolio management of USD \$80-100 million in investments
  - Developed & led eCommerce strategy for launch of Connected Car in Australia value USD \$35-60 million
  - Creation of eCommerce B2B and B2C business models with Telstra (Australia largest Telco provider)
  - Commercialized SAAS & cloud-based application as cash-positive business, generating USD \$2.5million per month
    - Saw buy-out figure double against original offer, with earn-out projected at 20 x multiplier
  - Designed the opportunities (value creation) around provision of defense grade drone technology for mining applications.
- Result:** Adaptation value USD \$20 million

March 2015 – April 2016	<b>Samsung Cheil Worldwide</b>	SEOUL, SOUTH KOREA
Overview:	Cheil Worldwide; is the largest communications & advertising conglomerate in Korea, under the Samsung Group & has offices in 45 countries.	
Role:	<b>Managing Director – South Korea</b> (12 Month Contract Role)	
Key Clients:	Samsung & SK Telcom, <ul style="list-style-type: none"> <li>• Headhunted for Seoul-based role, to resolve issues with major M&amp;A plan &amp; deliver earn-out</li> <li>• P&amp;L responsibility USD \$20 million (billings)</li> <li>• Initiated largest North Asian study of youth culture: “What makes millennials so different but so similar?”</li> <li>• Facilitated strategic partnership with Korean content provider - DIA-TV</li> </ul>	
Feb 2014 – March 2015	<b>WPP, Y&amp;R GROUP – IDEAWORKS</b>	SYDNEY, AUSTRALIA
Overview:	eCommerce & user experience division of Y&R Group –an advertising & communications agency with 50+ offices globally	
Role:	<b>Managing Director – Australia &amp; New Zealand</b> (12 Month Contract Role)	
Key Clients:	ANZ, Samsung, Telstra, Rebel Sport, Colgate <ul style="list-style-type: none"> <li>• Headhunted for Australian based role, business transformation &amp; cultural reform program</li> <li>• Managing 4 x office of Shopper, Retail, Design, Build &amp; Experience consultants</li> <li>• Develop global rollout strategy for 20 countries <b>Result:</b> Revenue increase + 32% CYE</li> </ul>	
2009 –Jan ‘14	<b>PUBLICIS GROUP; LEO BURNETT &amp; BEACON COMMUNICATIONS.</b>	SINGAPORE - TOKYO, JAPAN
Role:	<b>Chief Customer Retail &amp; Shopper Experience Officer – APAC</b> P&L responsibility. Retail category accounted for 15% total regional business revenue approx. USD \$45 million annually	
Key Clients:	Citi Bank, Samsung, Soft Bank, Philip Morris, Lenovo, McDonalds & SKII (Cosmetics) <ul style="list-style-type: none"> <li>• Regional Strategic Retail Lead Samsung – Asia (Formulated Omni-channel solution &amp; 2013-14 retail roadmap)</li> <li>• Built &amp; Commercialized proprietary Retail &amp; Shopper diagnostic tools &amp; models – value USD \$2 million</li> <li>• Philip Morris post 3/11 consumer segmentation &amp; profiling program.</li> </ul> <b>Results:</b> Increase in revenue as % of total business revenue by > 15% per year for last 3 years	
2006-2010	<b>WPP, OGILVY &amp; MATHER</b>	BEIJING, CHINA
Role:	<b>Regional Business Director – Retail, Client Motorola &amp; Dell</b> Member of Global Consumer Leadership team for Ogilvy a 360 Advertising & Communications team to service Dell globally	
Key Clients:	Motorola (Global Remit, including China), China Mobile, China Unicom & Dell (Global Remit) <ul style="list-style-type: none"> <li>• Created Dell’s go-to-market strategy for retail sell in-&amp;out channels, supply chain &amp; trade partnership programs globally</li> <li>• Developed Global sales/promoters e-learning, educational module to drive efficiency</li> </ul> <b>Result:</b> Saving USD 8 million annually	
2017 - Current	<b>WrappedUp 如裹 (ru guo).</b>	SHANGHAI, CHINA
Overview:	WrappedUp (start-up) is a ‘new retail’ technology solution that bolts-on to any ecommerce platform. WrappedUp enhances the users “gifting” experience through incorporating World First personalized wrapping paper with a “full body” augmented reality messaging.	
Role:	<b>Global Strategy &amp; Consumer Insights Lead – eCommerce</b> <ul style="list-style-type: none"> <li>• Created eCommerce concept (the idea) &amp; go-to-market launch strategy for China &amp; Japan</li> <li>• Oversee the selection, development &amp; build teams of AR functionality, voice &amp; platform (Shenzhen, China &amp; Sydney, Australia)</li> <li>• Negotiated cloud storage agreement – Alibaba &amp; Chinese Government (PRC)</li> <li>• Established e-commerce agreement with babytee.com (largest baby platform in the world 200 million active daily users)</li> <li>• Facilitated licensing &amp; e-commerce agreement Suning.com (3<sup>rd</sup> largest e-commerce retailer in China) - value USD \$20 million</li> <li>• Created eCommerce parameters &amp; KPI’s for Proof-of-Concept trial with www.suning.com. Geo-fencing Nanjing, China</li> </ul>	
2004-2007	<b>FOSTERS GROUP – Australian Leisure Hospitality Group</b>	MELBOURNE, AUSTRALIA
Role:	<b>National Brands Manager</b>	
Education:	BACHELOR OF SOCIAL SCIENCE 1994	LA TROBE UNIVERSITY, AUSTRALIA

