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Anne Cai
Dr. Joseph Cherian
Michael Desiderio
Dr. Kai-Lung Hui
Dr. Dipak Chand Jain
Remington Ji
Li Jingqi
Professor Ma Li
Professor Xiongwen Lu
Nicole Ni
Tang Qi
Dr. John A. Quelch
Dr. Bala Ramasamy
Susan Ren
Dr. Bo Shao (Paul)
Nicole Tee
Professor Dominique Turpin
President Wang
Serena Wang
Yajin Wang
Catherine Xiang
Zhao Yi
Zhang Ying
Jeff Zhang
Tracy Zhang
Victor Zhang
Dr. Linghui Zhao
Dr. Ying Zhao

Anne Cai / Vice President, HR and Corporate Communications, MHD China

Currently Vice President, HR and Corporate Communications, MHD China, Anne Cai is responsible for all human resources-related aspects of the business, as well as corporate social responsibility and corporate communication. Cai sets the people strategy for the organization in line with ambitious short-term and long-term business growth.

Based in Shanghai, Cai has worked in human resources for 21 years. Before her current role, she served as learning and development director of LVMH Greater China in Shanghai with responsibility for developing and driving the learning and development strategies for the Greater China region across all the LVMH brands and with leadership and retail and commercial spectrums. She partnered with the brand management team and global learning and development team to identify and set a talent development agenda that aligned with business priorities, as well as with a China accelerated strategy, and that maximized the impact to both group and brands performance.

Cai also previously worked for General Motors China and its International Operations Headquarters for six years in different HR roles successively including regional HR manager, supporting their biggest function—Product Development Organization in China, Middle East, South Africa, and the rest of Asia Pacific—which totaled 5,000 employees. She began her HR journey with Carrier Air Conditioning, UTC China, as an HR management trainee. She received her bachelor's degree from Fudan University, as well as MBTI and WAPC certificates. She recently completed her Global EMBA from CEIBS. [\(top\)](#)

Dr. Joe Cherian / CEO & Dean and Distinguished Professor, Asia School of Business

A distinguished leader in academia and business, Dr. Cherian possesses a highly versatile, varied, and distinguished international background, spanning academia, global financial markets, and strategic leadership in education. As a Professor of Finance, he has spent his academic career teaching and researching finance, asset management, and portfolio investments at top global universities including Cornell University, National University of Singapore, and Boston University. In addition to teaching at the Asia School of Business, he most recently served as Visiting Professor of Finance of the Samuel Curtis Johnson Graduate School of Management at the SC Johnson College of Business, Cornell University.

Dr. Cherian's professional experience in the financial services sector included managing \$67 billion in credit assets as global head and chief investment officer of the Quantitative Strategies Group at Credit Suisse Asset Management. While at Credit Suisse, he served on the global executive committee, as well as on various senior management, investments, and risk committees of the Asset Management division. He joined the financial industry in New York after an academic career in the U.S. He continues to be involved in the financial industry through advisory roles to governments and think-tanks in the Asia-Pacific region. He received his B.Sc. in electrical engineering from MIT, and M.Sc. and Ph.D. degrees in finance from Cornell University. [\(top\)](#)

Michael Desiderio / Executive Director, EMBAC

Desiderio joined EMBAC as its executive director in 2007. His experience includes executive leadership roles in industry and education. He previously served as director of strategic partnerships for the W. P. Carey School of Business at Arizona State University. He also founded Enigma Professional Services, a firm that offered business consulting and speaking services. Desiderio received his undergraduate degree in electrical engineering from Pratt Institute in Brooklyn, New York, and his Executive MBA degree in 2001 from the W. P. Carey School at Arizona State University. [\(top\)](#)

Dr. Kai-Lung Hui / Acting Dean and Elman Family Professor of Business, HKUST Business School

In addition to serving as Acting Dean, Dr. Hui continues his roles as academic director of the Kellogg-HKUST EMBA Program and Department of Information Systems, Business Statistics, and Operations Management (ISOM) chair.

An award-winning teacher and highly regarded researcher, Dr. Hui has taught undergraduate and graduate students and executive courses on cybersecurity and risk management, privacy and information management, FinTech, blockchain and cryptocurrencies, big data and analytics, strategic IT management, and competitive business strategy, among others. He has held a variety of senior administrative roles at HKUST, including associate dean for undergraduate programs, associate dean for research, and senior associate dean. He received his BBA and Ph.D. from HKUST. [\(top\)](#)

Dr. Dipak Chand Jain / President Emeritus, Distinguished Professor of Marketing, CEIBS, Co-Director of CEIBS Social Security and Aging Finance Institute and Co-Chair of Academic Council of CEIBS Social Security and Aging Finance Institute

A globally recognized marketing and innovation expert, Dr. Jain served as CEIBS president (European) from September 2018 to August 2022. His insights have inspired a generation of business leaders to pursue success with significance. Dr. Jain's influential career spans nearly four decades as an educator, a senior business school administrator, and a consultant to corporations and governments. Throughout his career, he had furthered a pedagogical model that combines academic excellence and business relevance to produce high-impact results with social significance.

Dr. Jain's academic career began as a student in Tezpur, Assam India. He received his bachelor's degree in statistics with honors from Gauhati University, where he taught for four years before enrolling in the University of Texas at Dallas, earning his Ph.D. in marketing in 1986.

Dr. Jain joined Northwestern University's Kellogg School of Management as a marketing faculty member in 1986 and was Kellogg's dean from 2001 to 2009. In recognition of his many scholarly achievements and outstanding teaching, he also was named the Sandy and Morton Goldman Professor of Entrepreneurial Studies. From 2011 to 2013, he was dean of INSEAD, an international business school with campuses in France, Singapore, and Abu Dhabi. In 2014, he became director (dean) of the Sasin Graduate Institute of Business Administration.

An award-winning scholar in his own right, Dr. Jain's research has focused on marketing of high-tech products; market segmentation and competitive market structure analysis; cross-cultural issues in global product diffusion; new product innovation; and forecasting models. He has published more than 70 articles in leading academic journals and has earned the prestigious John D.C. Little Best Paper Award. Among the many distinctions for his teaching and service, Dr. Jain received the Pravasi Bharatiya Divas from the Prime Minister of India, an award that recognizes exceptional leadership contributions of overseas Indians. [\(top\)](#)

Remington Ji / Chief Digital Officer, Ogilvy

A seasoned and highly networked marketer, technologist, investor, and entrepreneur, Ji is responsible for the integration of Ogilvy China's operations, production, project management, technology, and investments. Before joining Ogilvy, Ji served as the founding partner of JUUL China, board member and chief strategy officer of Xiaocheng Dumplings, and head of portfolio management of ZhenFund. He received his Global EMBA degree from CEIBS and a bachelor's degree in computer science from the University of Saskatchewan, Canada. [\(top\)](#)

Li Jingqi / People & Culture Region Lead for APJ & China in Siemens Heathineers HR

Jingqi has more than 17 years of both consulting and corporate experience in people strategy, talent and leadership development, organizational transformation, and diversity and inclusion across different industries and regions. She has combined her corporate leadership roles and consulting experience to provide strategic insight with a focus on execution to energize teams for impact. She received her Global EMBA from CEIBS and graduated from the University of Buckingham with a bachelor's degree in business studies and a master's degree in service management. [\(top\)](#)

Professor Ma Li / Vice Dean, Guanghua School of Management; Director of EMBA Center; Professor of Department of Organization and Strategic Management

Dr. Li oversees all aspects of the Guanghua EMBA Program and the joint program between Guanghua and the Kellogg School of Management. He has taught full time at Tsinghua University, and part time at Washington University in St. Louis in the United States and Yonsei University in Korea. Li studies negotiation, conflict management, and participative management, especially in international contexts. His publications appear in journals such as *MIT Sloan Management Review*, *Leadership Quarterly*, and *Human Relations*, as well as in other leading academic journals worldwide. He received his Ph.D. from Washington University in St. Louis and his undergraduate and master's degrees from Tsinghua University. [\(top\)](#)

Professor Xiongwen Lu / Dean, School of Management, Fudan University

Dr. Lu joined the School of Management at Fudan University as dean in September 2006 and is founding director of the Chinese Marketing Research Center at Fudan University.

Dr. Lu's teaching and research interests cover marketing in China as an immature market, internet marketing in China, service marketing, corporate reorganization, and change management. Chief editor of the *Advanced Dictionary of Management*, he has authored or co-authored seven books and has published more than five dozen research papers.

Dr. Lu has served as vice chairman of the China National MBA Education Supervisory Committee since 2008 and was a member of the Graduate Management Admission Council (GMAC) board of directors from 2011 to 2020. He also sits on the boards of several multinational enterprises and industrial giants.

Dr. Lu received his Ph.D. in economics from Fudan University and was a research fellow and visiting scholar at Tuck School of Business at Dartmouth College, MIT Sloan School of Management, and the Fisher College of Business at The Ohio State University. [\(top\)](#)

Nicole Ni / Assistant Dean of Research Institute at Shanghai Advanced Institute of Finance (SAIF) and Director of the SAIF Finance MBA Program

A graduate of the National University of Singapore, Ni has nearly three decades of experience in education and services across China and abroad. Before joining the Shanghai Advanced Institute of Finance (SAIF) at Shanghai Jiao Tong University, she worked with leading airlines in Asia and Europe and internationally recognized educational organizations. Her responsibilities included overseeing operations and business strategies for regional headquarters in China. Since joining SAIF in 2012, she has led the MBA program, spearheading transformative reforms like a FinTech curriculum specialization and a technology transfer pilot initiative, which have earned widespread industry acclaim. [\(top\)](#)

Tang Qi / Founder, Meipian; AI Companion Robot Entrepreneur; Former Senior Executive at Huawei

Former senior executive at Huawei, now a seasoned entrepreneur in the tech + education space, Qi founded Meipian, a platform with more than 200 million users in China. He currently is working on an AI-powered companion robot for children and can speak to the ways AI is shaping education from an entrepreneur's perspective. [\(top\)](#)

Dr. John A. Quelch / Executive Vice Chancellor, Duke Kunshan University

Distinguished Professor of Social Science at Duke Kunshan University and the John DeButts Professor at the Fuqua Business School, Duke University, Dr. Quelch previously served as dean of three business schools: London Business School (1998-2001), China Europe International Business School (2011-2013), and Miami Herbert Business School (2017-2022), one of only three people to have served as dean of three leading business schools on three continents.

An expert on corporate strategy, global brand-building, and customer behavior, he received his bachelor's and master's degrees from Oxford University, his MBA from the University of Pennsylvania, and another master's degree and doctor of business administration from Harvard University. Dr. Quelch has served on many boards and has advised start-up companies. [\(top\)](#)

Dr. Bala Ramasamy / Professor of Economics, Associate Dean, and Director of GEMBA Program, CEIBS

Dr. Ramasamy joined CEIBS in 2006 and served as the associate dean responsible for accreditation and learning assurance between 2018 and 2020. Before coming to CEIBS, he was a professor of international economics and business and acting director of Nottingham University Business School at the University of Nottingham in Malaysia. In the 1980s and 1990s Dr. Ramasamy was a faculty member at Massey University in New Zealand and the University of Macau. He has wide experience teaching students of different backgrounds and cultures in mainland China, Macau, Malaysia, Singapore, New Zealand, Ghana, Nigeria, Kenya, and the United Kingdom.

Dr. Ramasamy's research interests focus on Asian economies, foreign direct investment, corporate social responsibility, and international business strategy. The publishing giant Elsevier has listed him among the most Highly Cited Chinese Researchers since 2014. His research has appeared in the *Journal of Business Ethics*, *World Economy*, the *Journal of World Business*, the *Journal of World Investment and Trade*, the *Journal of Business Research*, and *Tourism Analysis*, among others. He has been interviewed by CCTV, Bloomberg, AP, Al Jazeera, and Channel News Asia, among others, with his comments also appearing in the *Wall Street Journal*, *China Daily*, *South China Morning Post*, *Global Times*, and other newspapers throughout the world. Outside of academia, Dr. Ramasamy also runs leadership and moral empowerment programs for young teenagers in China and Malaysia. He received his Ph.D. degree from University of Leicester, United Kingdom, and his master of social sciences from the University of Macau, both in economics. [\(top\)](#)

Susan Ren / Chief Strategy Officer, Tezign, Vice Chairman of CEIBS Tezign AI and Business Innovation Initiative

Ren has extensive experience in business operations and brand marketing, reaching senior-level positions in big data and digital development at leading companies in the retail, FMCG, and infant formula industries.

Currently at Tezign, she drives the implementation of Tezign's Content + AI strategy. With nearly two decades in the field, Ren possesses deep expertise in multinational FMCG and retail sectors, offering both an international outlook and deep understanding of the Chinese market.

She specializes in brand strategy, product innovation, and communication, pushing for business model breakthroughs and digital transformation. She is adept at developing strategic partnerships and integrating technology with business to fuel growth and innovation. During the past 10 years, she has focused on applying big data in business, nurturing digital talents, and steering data-driven upgrades and strategic transformations. [\(top\)](#)

Dr. Bo Shao (Paul) / Head of Executive Education Department, Fudan School of Management, Managing Director Wash U–Fudan Executive MBA Program, and Director, HK City U–Fudan DBA Program

Dr. Shao is responsible for the success of executive education and two crucial partnership programs at the Fudan School of Management—the Washington University–Fudan University EMBA Program, and the joint Hong Kong City University and Fudan University DBA Program.

Before joining Fudan, Shao served as director of innovation practice for Nielsen, business director for Interbrand China, senior business manager for Euromonitor International, and product manager and sales executive for Jbsen Co., Ltd. He served clients across a variety of sectors, helping them explore the dynamic China market. Dr. Shao received his doctorate in global education (Ed.D) from the University of Southern California, his Executive MBA from Washington University in St. Louis, and his bachelor of science degree in biotechnology from Shanghai Oceanic University. [\(top\)](#)

Nicole Tee / Director, MBA Programs Office, NUS Business School, National University of Singapore

As Director of MBA Programs at NUS Business School, Tee leads the prestigious portfolio of MBA and EMBA Programs, orchestrating the strategic vision and operational execution that includes the full-time and part-time NUS MBA, NUS Executive MBA in both English and Chinese, and the UCLA-NUS Executive MBA. Under her leadership, these programs have thrived, marked by substantial growth and international acclaim.

With three decades of extensive global experience in strategic development, change management, and educational administration, Tee has a proven track record of transformative leadership at several top-tier academic institutions. She led her team to win the NUS Admin Excellence Award – Unit of the Year (2023), in recognition of their efforts to drive digital transformation and service innovation across the MBA and EMBA offices.

Before her current role at NUS, she was the director of graduate studies at Nanyang Technological University (NTU), where she played a key role in revitalizing its graduate programs and significantly enhancing its reputation. She also previously managed the EMBA teams across INSEAD's campuses in France, Singapore, and the UAE, where she oversaw the INSEAD Global Executive MBA and the joint EMBA with Tsinghua University. She helped launch the Asia section of the INSEAD Global Executive MBA, expanding the school's footprint in the region. Before joining INSEAD, she served as the Global EMBA Program director at IESE Business School in Spain and lent her marketing and brand management expertise to roles at Standard Chartered Bank and leading advertising agencies like Wunderman and M&C Saatchi.

Fluent in English, Mandarin, and Spanish, she received her MBA from INSEAD and a bachelor's degree in business (marketing honors) from Nanyang Technological University. [\(top\)](#)

Professor Dominique Turpin / President (Europe) of CEIBS

Before joining CEIBS in 2022, Dr. Turpin served at IMD in many roles, including president and IMD Dentsu Chaired Professor of Marketing, as well as director of the school's MBA program and its Program for Executive Development Diploma.

He has extensive teaching, consulting, and research experience in the fields of marketing and international strategy in Europe, Latin America, and Asia, particularly in the areas of brand management, customer orientation, and communications strategy. Dr. Turpin chairs DAA Capital Partners, a Geneva-based private equity firm investing in impactful trends and serves on the boards of several listed and unlisted companies and educational institutions. He received his doctorate in economics from Sophia University in Tokyo and his master's degree in marketing from French business school ESSCA. [\(top\)](#)

President Wang / President, Professor of Management, Hengdian Group Chair in Management, CEIBS

Since September 2020, Professor Wang Hong has served as the president and professor of management at China Europe International Business School (CEIBS). From March 2021 to date, she also has held the position of Hengdian Group Chair Professor of Management. In April 2024, she was appointed as co-director of the CEIBS Cruise Economy Research Center. In addition, Professor Wang serves as chairman of the Academic Committee of the CEIBS Social Security and Aging Finance Institute, as well as co-director of the CEIBS Research Centre for International Cruise Economy.

Recipient of the Special Government Allowance of the State Council, Professor Wang received her Ph.D. in business administration from Shanghai Jiao Tong University and completed her postdoctoral research in applied economics at Fudan University. She also has received funding as part of the Ministry of Education's New Century Excellent Talents Program and Dawn Plan. [\(top\)](#)

Serena Wang / Senior Global Operation Director, Trip.com

As Senior Global Operation Director at Trip.com, Wang oversees the company's worldwide business operations and leads a multicultural, cross-regional team to drive global sales performance.

With more 17 years of experience in operations—including more than a decade in Trip.com's International Business Unit—she has been instrumental in expanding the company's global footprint and establishing it as a leading player in the travel industry. Her strategic vision, leadership in scaling international operations, and ability to navigate cross-cultural business challenges make her a sought-after voice in global travel and e-commerce.

A lifelong learner, Wang received her undergraduate degree from Shanghai International University and graduated from the GEMBA Program at CEIBS. [\(top\)](#)

Yajin Wang / Professor of Marketing, CEIBS

Before joining CEIBS, Dr. Wang served on the marketing faculty at the University of Maryland's Robert H. Smith School of Business. Her research areas include brand strategy in the digital era, brand elevation, brand architecture research, consumer insights, Environmental, Social, and Governance, and sustainable consumption, as well as the application of technology and evolutionary psychology in marketing. A prolific researcher and an award-winning teacher, she teaches in various master's and doctoral programs at CEIBS, as well as open-enrollment and company-specific programs for executive education. Dr. Wang received her bachelor's degree in journalism, law, and society from Peking University, her master's in mass communication from the University of Minnesota, and her Ph.D. in marketing from the University of Minnesota. [\(top\)](#)

Catherine Xiang / Head of Marketing & Admissions, NUS Business School EMBA Chinese Program

With more than a decade of experience in higher education branding and international recruitment, Xiang brings a cross-industry perspective shaped by previous roles at New Oriental Education, UPS, Ogilvy Public Relations, and the American Chamber of Commerce (Singapore). Since joining NUS Business School in 2016, Catherine has led the transformation of the program's brand and digital outreach strategies. Since 2020, in collaboration with academic leadership, she has driven a strategic revamp of the NUS EMBA Chinese Program, helping build one of the world's most international and diverse Chinese executive communities. The transformation earned the 2024 Times Higher Education Award for International Strategy. [\(top\)](#)

Zhao Yi / Founder and CEO of Yingxiang Network Technology, Former Member of Xiaohongshu's Founding Team

As the founding member of Xiao Hongshu (also known as RED), Zhao Yi is the 14th employee of RED and the first member of its Marketing Department. Since joining RED in 2014, she has played a pivotal role in building the brand from scratch and was also involved in the "Red Brand" project. Recognizing the growing demand for brands for operational services on RED, Zhao Yi founded Yingxiang (a marketing agency) to assist brands in executing integrated "branding, effectiveness, and sales" marketing strategies on the platform. [\(top\)](#)

Zhang Ying / Founder and CEO, Global EduMind AI

Former senior executive from Oracle and Microsoft, Ying started her own AI company with offices in Shanghai, Singapore, and Silicon Valley. She will offer perspectives on female leadership, entrepreneurship, and student expectations of EMBA education. [\(top\)](#)

Jeff Zhang / General Manager of New Client Development, Talent Solutions, LinkedIn China

With more than a decade of profound industry insights and hands-on experience, Zhang has cultivated extensive expertise in sales transformation and change management.

He joined LinkedIn China in 2016, and his exceptional leadership and professional acumen have propelled him to become a pioneering force in driving the platform's new business initiatives.

During this tenure, Zhang not only has developed a nuanced understanding of Chinese enterprises' operational needs but also has demonstrated remarkable market foresight and execution capabilities. His strategic support has empowered thousands of domestic companies through three core dimensions: enhancing global brand equity by establishing thought leadership platforms, facilitating cross-border talent acquisition strategies for mid-to-senior level professionals, and implementing growth frameworks for sustainable international expansion. These measurable achievements have solidified his reputation as a trusted advisor and industry benchmark-setter. He works hand in hand with the LinkedIn China team, laying a solid foundation for the global journey of Chinese enterprises. [\(top\)](#)

Tracy Zhang / Deputy Director of the MBA Program at Cheung Kong Graduate School of Business

With more than 20 years of experience in branding and marketing, Zhang was previously responsible for brand building and marketing at consumer brands such as Shiseido and Li-Ning. She later transitioned to the education sector, where she worked in the Marketing Department at China Europe International Business School. She also has served as the Brand Manager at Hundun Academy. At the Cheung Kong Graduate School of Business, she has successively overseen the Marketing Department of the EMBA Program and the domestic market for the school's Marketing and Public Relations Department. [\(top\)](#)

Victor Zhang / Co-Founder, VIKID

Co-founder of the well-known education platform VIPKID, an online teaching and education company, Zhang currently serves as president of 智联招聘 Zhaopin, China's equivalent of Singapore's JobStreet. [\(top\)](#)

Dr. Linghui Zhao / Digital Marketing & Social Media Expert, Author

The author of Key Opinion Consumer (KOC), Zhao has worked with renowned companies such as Autohome, Samsung, and Qihoo360, in positions such as general manager or vice president.

With more than 20 years of experience in digital marketing and social media in China, she excels in driving business growth within complex market environments. She teaches a social media management course at the China campus of SKEMA business schools in France. She received her doctorate in business administration from ESGCI, France, and a master's degree in luxury management from EAC, France, as well as advanced studies in digital marketing strategy and mental health management and a higher education teaching certificate from Harvard University and further English studies at New York University. [\(top\)](#)

Dr. Ying Zhao / Managing Editor, WhichMBA.net

Dr. Zhao co-founded and serves as managing editor of www.whichmba.net, a cross-media platform for searching and comparing business school programs. She also is executive director of the Standing Committee of Management Thought and Practice Committee of the Shanghai Management Science Academy. With 25 years of experience in public relations and marketing and communications, she previously was executive producer of the Expo TV program, a Finance and Business Channel of China Central TV Station with a nationwide coverage of one billion, as well as media manager for the China Europe International Business School. She also teaches courses such as Content Marketing, Chinese Business Culture, and Research Methods at several universities. She received her doctor of business administration from Emlyon Business School, her master of science in media management from the University of Stirling, her bachelor of arts from East China Normal University, and a Harvard Higher Education Teaching Certificate. [\(top\)](#)