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**Sales and Marketing
Consulting Unit**

3rd Marketing Exchange Forum

Gen Z, AI, and ESG: Building a Future-proof Path to Success

Date: May 10, 2024

Registration: 9:00 am

Venue: House Studio, Soho House, 1/F, 33 Des Voeux Rd W, Sheung Wan

Conference: 9:30 am – 5:30 pm (refreshments and buffet lunch will be provided)

Networking cocktail: 6:00 pm – 8:00 pm

Our Partners





Event Schedule

May 10, 2024

3rd Marketing Exchange Forum

Time	Content and Speakers
9:00 am - 9:30 am	Registration
9:30 am - 9:35 am	Opening remarks
9:35 am - 9:45 am	SMCU presentation
9:45 am - 10:10 am	Retail site selection and expansion strategy Xu Zheng (SMCU, CityU)
10:10 am - 10:25 am	Consumer Voice with Large Language Models: Evidence from Complaint Data in the Finance Industry Minkyu Shin (SMCU, CityU)
10:25 am - 11:10 am	Panel: AI-Powered Marketing: Exploring Innovation and Transformation in the Digital Era Fareeda Cassumbhoy (Pico Group) Henry Dalziel (Publicis) David Ko (RuderFinn Interactive) Kate Munroe (KPMG) Moderated by: Camilla Eunyoung Song (SMCU, CityU)
11:10 am - 11:40 am	Coffee break
11:40 am - 12:40 pm	Panel: Unveiling Market Trends: Navigating the Shifting Landscape for Marketing Success Diego Dultzin (OnTheList) Kristy Lee (The Ritz-Carlton, HK) Jonathan Ly (Les Lumieres de Paris Greater China Chapter) Jacopo Pesavento (Branding Records) Moderated by: Manica Tiglao (Retail in Asia)
12:40 pm - 2:15 pm	Lunch

Time	Content and Speakers
2:15 pm - 2:30 pm	<p>The ESG-Marketing Connection: Strategies for Firm ESG Performance and Impact</p> <p>Zhilin Yang (SMCU, CityU)</p>
2:30 pm - 3:15 pm	<p>Panel: Cultivating a Purpose-Driven Future: The Role of ESG in Marketing Excellence</p> <p>Venisa CHU (L'Occitane)</p> <p>Judy Ho (Swire Coca-Cola HK)</p> <p>Stéphane Ogé (Lacoste)</p> <p>Moderated by: Victoria Gilbert (GlobeScan)</p>
3:15 pm - 3:45 pm	<p>Keynote speech: Art in MTR: social engagement in a transit environment</p> <p>Andrew Mead (MTR)</p>
3:45 pm - 4:05 pm	<p>Coffee break</p>
4:05 pm - 4:35 pm	<p>Panel: Voices of Gen Z: Perspectives and Insights from the Next Generation</p> <p>David Raphael Kulbartsch (Maastricht University)</p> <p>Sum Yuet Lee (NUS)</p> <p>Saad Ramzan Mahmood (CityU)</p> <p>Sebrina O Shuk Ling (CityU)</p> <p>Moderated by: Esterina Nervino (SMCU, CityU)</p>
4:35 pm - 4:50 pm	<p>AI in the Workplace: Unlocking New Opportunities</p> <p>Esterina Nervino (SMCU, CityU)</p>
4:50 pm - 5:30 pm	<p>Roundtable: Marketing Workforce 2.0: Navigating the Future of Skills, Roles, and Collaboration</p> <p>Lambert Chan (SMCU, CityU)</p> <p>David Li Yanzhi (SMCU, CityU)</p> <p>Moderated by: Esterina Nervino (SMCU, CityU)</p>
5:30 pm - 5:45 pm	<p>Closing remarks</p>
6:00 pm - 8:00 pm	<p>Networking Cocktail</p>

End of the event 8:00 PM

Speakers



Fareeda Cassumbhoy
Group Chief Digital Officer
Pico Group



Venisa Chu
Regional Sustainability Director - APAC
L'Occitane



Henry Dalziel
Director SEO
Publicis



Diego Dultzin
Co - Founder
OnTheList



Victoria Gilbert
Director Asia Pacific
GlobeScan



Judy Ho
Sustainability Manager,
Public Affairs, Communications &
Sustainability
Swire Coca-Cola HK



David Ko
Managing Director
RuderFinn Interactive



David Raphael KULBARTSCH
Student
Maastricht University



Kristy Lee
Director of Sales & Marketing
The Ritz-Carlton, Hong Kong



Sum Yuet LEE
Student
National University of Singapore



David Li Yanzhi

Head and Professor, Dept. of Marketing
Advisory Committee Member, SMCU
City University of Hong Kong



Jonathan Ly

Executive Director / CEO
Les Lumieres de Paris Greater
China Chapter



Saad Ramzan Mahmood

Student
City University of Hong Kong



Andrew Mead

Head of Architecture
MTR



Kate Munroe

Head of People &
Change Advisory
KPMG Advisory (Hong Kong) Ltd



Esterina Nervino

Assistant Professor, Dept. of Marketing
Associate Director, SMCU
City University of Hong Kong



Stéphane Ogé

Head of Quality &
CSR Performance
Lacoste



Sebrina O Shuk Ling

Student
City University of Hong Kong



Jacopo Pesavento

CEO
Branding Records



Minkyu Shin

Assistant Professor, Dept. of Marketing
City University of Hong Kong



Camilla Eunyoung SONG

Assistant Professor, Dept. of Marketing
City University of Hong Kong



Manica Tiglao

Head of Publication
Retail in Asia



Zhilin Yang

Professor, Dept. of Marketing
Director, SMCU
City University of Hong Kong



Xu Zheng

Associate Professor, Dept. of Marketing
Associate Director, SMCU
City University of Hong Kong



SERVICES

Sales and Marketing Consulting Unit (SMCU)

The Sales and Marketing Consulting Unit (SMCU) aims to become a platform to foster collaboration between scholars and industry leaders through research initiatives, executive education, and consulting services. SMCU leverages research expertise of sales and marketing scholars to provide solutions to business problems and enhance business performance.

Research initiatives, research collaborations, and exchange:

- Collaborative research projects
- Business solutions in exchange for access to data and field experiments

Consulting projects:

- Consulting services in Marketing
- Consulting projects with competitive prices

Executive training on sales and marketing:

- Lectures, workshops, case studies, and simulations
- Multi-day training camps for executives and managers

Contact us



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