

Prof. Tina Choi
Founding Director and Founding Committee Member
Adjunct Professor, Academy of Innovation
City University of Hong Kong
Founder & Chief Executive Officer
Maker International Company Limited

Professor Choi is a renowned marketing expert who merges her extensive corporate experience from her tenure at global giants with her passion for entrepreneurship and education in the areas of technology commercialization, venture development, and Industry 4.0. Her remarkable strength lies in her creative thinking to develop innovative marketing approaches and business models with strong entrepreneurial/intrapreneurial spirits and solid market practitioner experience.

Professor Choi is the founder of two companies, namely Maker International Company Limited and Wisey International Company Limited, which are specializing in technology commercialization, industries 4.0, prototyping & automation and business modelling/ remodeling, venture development, fundraising, entrepreneurship and innovations strategies, marketing & communications, event management, PR & IR management and executive training/ education/ coaching respectively.

In academia, she holds prestigious positions at various universities in both business and engineering faculties, where she teaches interdisciplinary courses such as design thinking, corporate governance, corporate social responsibility, ESG, business communications, technological commercialization, entrepreneurship, and fintech entrepreneurship.

Professor Choi is a Doctor of Business Administration (DBA) candidate at the University of Wales, Trinity Saint David in the United Kingdom. She has acquired her Executive Master in Business Administration (EMBA) and Integrated Business Administration – General Finance (BBA) degrees in CUHK. Her commitment to continuous learning and professional development is evident through her professional certifications in coaching (PCC) awarded by the International Coach Federation (ICF).