

OM FRONTIER WORKSHOP SERIES



Best Practices of Retail Operations Management

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Mr. Gilbert Cheng

Head of Retail
Hong Kong Jockey Club

Biography

Mr. Gilbert Cheng, Head of Retail at The Hong Kong Jockey Club, is responsible for HKJC's Retail business, which includes overseeing over 100 retail outlets across the city and betting operations of two race courses.

His career ladder in HKJC is multi-disciplinary – from management of central operations and control, customer relations, to betting channels distribution. He has also played a key role in numerous successful projects, including the launch of Internet betting services in 2000 and football business in 2003. Recently, he has initiated another strategic project to revitalize HKJC's Retail branches with an aim to uplift entertainment experience for customers and deliver the best-in-class segment services.

Prior to joining the Club, Mr Cheng worked as a banker overseeing retail and credit card business operations. He holds an EMBA degree from the Kellogg Graduate School of Management and The Hong Kong University of Science and Technology. At personal time, he is a keen sports player and devoted to volunteering with the belief of "it's better to give than to receive".

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