

# OM FRONTIER WORKSHOP SERIES



## Product and Service Operations in Wine, Spirit and Beer Market

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Language: Cantonese

**Mr. James Lo**  
Brand Manager  
Telford International Company Limited

### *Biography*

James has been working in the fast-moving consumer goods (FMCG) marketing operations field for over 6 years focusing in the areas of trade marketing, product management and brand building for well-known brands including Red Bull energy drink, Pepsi Cola, 7-UP, Gatorade, Blue Girl beer as well as other imported beer brands such as Budweiser, Lowenbrau and Boddingtons.

His current responsibilities are to formulate ATL (above the line) & BTL (below the line) advertising and promotion campaign, product and service operations strategies for specific brands and sales channels.

James is a graduate of the City University of Hong Kong holding a BBA degree major in Service Operations Management, minor in Marketing.

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