



香港城市大學  
City University of Hong Kong  
三十周年紀念 30th Anniversary  
專業 創新 胸懷全球  
Professional Creative  
For The World



# OM Frontier Workshop Series: San Miguel

## Operations in Beer Market: Service Delivery

**Mr. James Lo**

Assistant Brand Manager

San Miguel Brewery HK Ltd.

Date & Time : 14 November, 2014 (Friday),  
7:15pm – 8:15pm

Venue : LT-6

Language : Cantonese

### Biography

James has been working in the fast-moving consumer goods (FMCG) marketing field for over 5 years focusing in the areas of trade marketing, product management and brand building for well-known brands including Red Bull energy drink, Blue Girl beer, as well as other imported beer brands such as Budweiser, Lowenbrau and Boddingtons.

His current responsibilities at San Miguel are to formulate marketing operations strategies for specific brands and sales channels, including pricing, packaging, positioning, sales forecast, etc. He is also responsible for developing and executing ATL (above the line) and BTL (below the line) advertising and promotion campaign in accordance to the branding strategies.

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

*For online registration, please visit your Blackboard course site of CB2201 – Operations Management.*