

Department of
市場營銷學系 **Marketing**

BUSINESS LEADER FORUM IN SEM B 14/15

Topic

Digital Everywhere

Speaker

Mr. Moski Mok

CEO, PacificLink iMedia Limited

Mr. Lennon Ho

COO, PacificLink iMedia Limited

Biography

Mr. Moski Mok

Moski has been mastering digital marketing for 12 years. His profound project management experience and business acumen in new media has built a vast network of top clients, including adidas, ICBC, CCB (Asia), MPFA, Philips, Ocean Park, Pandora, Estee Lauder, and etc. He leads a professional team of about 200 people to establish business in 7 APAC cities. They enjoy a high reputation in O2O, transmedia, mobile, and social media, and are set to continue their journey in Asia. His leadership is well recognized by winning a number of signature awards in the industry and being interviewed by media. Apart from running his business, Moski also hosts talks and seminars to nurture the next generation talents in digital marketing.

Mr. Lennon Ho

PacificLink iMedia Limited Lennon graduated from HKUST School of Engineering. During his study as an engineer, he has addicted to functional interface design. He joined PacificLink since 1999. With over 15 years of experience in digital world, he is known for his innovative thinking and targeted visual communication that deliver clear and rewarding results for clients. Function and interaction merge gracefully in his work. He understands what the clients' businesses are and how to help and satisfy their customers. He and his team have delivered top-notch designs to clients including Citibank, Bank of China, BEA, CCB (Asia), MTR, Chinachem Group, Ocean Park, Audi, Estee Lauder, Adidas etc. He is also a social media specialist and keen on integrated marketing. He inspires and facilitates his creative teams in developing fully integrated web presences and successful social media marketing campaigns. On his way to creative director, he has assisted the company in getting numerous outstanding awards. He also organizes workshops for sharing his knowledge in social media. With his enthusiastic and passion, Lennon is ready to take the next creative challenge.

Date: 5 February, 2015 (Thursday)
Time: 19:00 – 20:30
Venue: Tin Ka Ping Lecture Theatre (LT-1), AC 1
Language: Cantonese