

陳思鳴先生

大灣區商學院 項目經理

B Sc. EMBA

陳思鳴先生為業務營運和營銷的專業人士，曾在香港、中國內地、美國、歐洲和亞太地區的跨國公司工作，專長於拓展光學技術產品和項目服務管理，擁有豐富經驗。

陳先生在跨國企業和本地公司工作時，曾制定多項品牌營運和營銷策略，引領企業創新，並取得盈利。陳先生在中國內地工作時，善於應用創新商業理念，成功推廣多種電子消費產品，包括把專業 LED 照明，應用在各種生活方式的項目上。曾參與的客戶包括通用汽車、福特、惠而浦、西門子、飛利浦照明和科銳照明。

陳先生畢業於美國紐約大學-史登商學院(Leonard N. Stern) ，取得管理信息系統學士學位，及在香港中文大學完成行政人員工商管理碩士 (EMBA)。

Ming Chan

Project Manager GBA Business School

B Sc. EMBA

Mr Chan is a seasoned marketing professional with rich project management experience in the marketing of optic technological products and develops related services for MNCs in Hong Kong, Mainland China, U.S.A., Europe and Asia Pacific region.

Mr. Chan had formulated and applied acute branding strategies and developed innovative products to meet the market needs in the region, bringing remarkable return and profit to the companies he worked for. Mr. Chan has rich China marketing experience, skillful in developing relevant strategies and brought innovative business concept to the operation. He also successfully introduced a wide range of both lifestyle electronics products and professional LED lighting to cope with the need of the market. Renowned clients included General Motors, Ford, Whirlpool, Siemens,

Philips Lighting, and Cree Lighting.

Mr. Chan graduated from New York University- Leonard N. Stern School of Business with Bachelor's degree in Management Information Systems. He has also completed his Executive MBA from The Chinese University of Hong Kong.