



The Business School
for the World®



清华经管学院
Tsinghua SEM



TSINGHUA-INSEAD EXECUTIVE MBA
CLASS PROFILE 2020

Tsinghua-INSEAD Executive MBA (TIEMBA) Programme

The TIEMBA is a unique partnership between INSEAD, “The Business School for the World”, and Tsinghua, one of China’s most prestigious universities. The programme takes place across INSEAD’s three campuses in Singapore, Abu Dhabi and Fontainebleau (France), and Tsinghua’s campuses in Beijing and Shenzhen.

As a participant, you won’t just exchange perspectives within an elite, dynamic, culturally diverse class of experienced managers; you’ll also join two powerful alumni networks. You won’t just learn from some of the world’s great business thinkers; you’ll also encounter a rich blend of learning philosophies.

Class of 2020 - Key Facts

44 Participants

16 Nationalities

37 yrs
Average Age

45% Female

14 yrs
Average years of work experience

39% Working outside home country

Main Industries



Financial Services	29%
Healthcare	13%
Technology, Media & Telecommunications	11%
Consulting	9%
Manufacturing/ Conglomerate	9%
Energy	9%
Primary Industries	7%
Others	13%

Nationality



Greater China	36%
Asia Pacific (excluding Greater China)	33%
Europe	14%
Africa & Middle East	10%
North America	7%

Participant Name

Page No.

Reon BARNARD.....	4
Osman BELAL.....	4
Loic BRACHET.....	4
Natalie CHAN.....	5
Kyung Byn (Brian) CHANG.....	5
Jerry CHEN.....	5
Jonathan DART.....	6
Ilhem DIB.....	6
Jie FU.....	6
Wenyue (Sunny) GAO.....	7
Sylvain GILLMETH.....	7
Shannon GOH.....	8
Vladimir GOLUBYATNIKOV.....	8
Shane GROVUE.....	8
Mengjie (Maureen) GUO.....	9
Caroline HANDOKO POENG.....	9
Takahiro HANEDA.....	9
Tomomichi HATTORI.....	10
Sigalia HEIFETZ.....	10
Keng HSU.....	10
Ning KONG.....	11
Elvie LAHOURNERE.....	11
Chiayong NG.....	11
Chinedu OGUEGBU.....	12
Hongli (Winnie) PI.....	12
Xiaoqi (Lily) SHAO.....	12
Derek SUN.....	13
Wen SUN.....	13
Songxian TAN.....	13
Li (Brenny) WANG.....	14
Diane WANG.....	14
Hongquiang WANG.....	14
Janet WANG.....	15
Kathryn WANG.....	15
William WONG.....	15
Marcel XU.....	16
Charley YAO.....	16
Charley YAO.....	16
Bei ZHANG.....	17
Susan ZHANG.....	17
Yaosheng ZHANG.....	17
Xinru (Ruby) ZHOU.....	18
Nina ZHU.....	18



Reon BARNARD

South African
Director
BCR Holdings

As an executive with over 14 years of experience in top management positions, Barnard is passionate about building lasting and meaningful companies, and enjoys the creative processes involved in solving problems, company operations, and growth strategies. He has extensive experience in Southern Africa, the USA, the UK, China, Singapore and Hong Kong in mining, logistics and business development. Bilingual in Afrikaans and English, his competencies lie in strategic thinking, problem solving, negotiation and leadership.

At the TIEMBA programme, he aims to work on his personal development, engage with like-minded people, and gain global exposure while also expanding his entrepreneurial, leadership and governance roles.



Osman BELAL

Egyptian
Financial Planning and Analysis Manager
GE Renewable Energy

With 12 years of experience in various finance roles, Osman has lived and worked in different countries across MENA, Asia, EU, and NAM. Currently, he leads the team responsible for the financial planning and reporting processes for the Offshore Wind business within the GE Renewable Energy segment.

A CFA charterholder, he is most experienced in financial markets and products, corporate finance, financial modelling, and auditing.

Osman would like to develop his strategic management and commercial skills during the TIEMBA programme, and looks forward to updating his business management knowledge, gaining new insights during the programme and developing knowledge of Asia business environment.



Loic BRACHET

French
Biofuels Trader Asia
Repsol Trading Singapore

Loic's main responsibility is to manage and grow Repsol's renewable fuel trading book in Asia. He handles flows of about US\$120 million per year, and monitors the price drivers of biofuels markets: agricultural and energy derivatives and S&D, overall market sentiment and regulatory evolutions.

He left France in 2002, and has since lived in Belgium, the UK, Switzerland, and now Singapore. His expertise lies in oil markets, profit-and-loss, mark to market reporting, market entry strategies, and renewables.

At the TIEMBA programme, Loic wishes to improve his leadership skills, enlarge his vision of the business world after 15 years on trading floors, and meet inspiring participants and faculty.



Natalie CHAN

Chinese (Hong Kong)
Managing Director
PIE Strategy Limited

As Managing Director of a purpose-driven start-up, Natalie is responsible for growing the business, the team, and the brand while keeping the company on course with its purpose of driving sustainable change in the society. Before founding Pie, she worked at the Swire Pacific group and The Peninsula Hotels, leading the sustainability strategies globally.

Her expertise ranges from sustainability strategies, stakeholder engagement, and corporate environmental management to corporate responsibility, creating shared value, internal sustainability training, and engagement.

At the TIEMBA programme, Natalie aims to acquire better leadership and management skills, gain insights in China's business context, share her experiences, learn from others, and to get to know new peers.



Kyung Byn (Brian) CHANG

South Korean
Senior Manager, Strategic Planning
FINE SEMITECH CORP.

Brian works for his family business, a listed company specialising in equipment and consumables used in semiconductor/display manufacturing processes. He is responsible for developing long-term strategies, identifying new business opportunities, establishing partnerships, investing in early-stage companies, and managing a subsidiary company.

Fluent in English, his expertise spans investments and valuation, profit-and-loss management, new business development, and overseas sales management.

Through the TIEMBA programme, Brian aims to improve his leadership skills, enhance his knowledge on general management, and develop cross-cultural relationships.



Jerry CHEN

Canadian
Director, Resorts and Conglomerates
Bank of China Limited

In his current role, Jerry is responsible for the development of strong business relationship with conglomerates, international resorts, and real estate developers in Asia, the US, and Australia. He has over 10 years of experience in the banking and investment industries.

The key areas of his expertise include leverage and project finance, high-profile mergers and acquisitions, origination and syndication of loans and bonds, risk management and control, and policy implementation.

Jerry wishes to improve his leadership skills and combine his newly acquired knowledge and extensive experiences to address organisational challenges in a traditional commercial bank setup.



Jonathan DART

Australian
Senior Manager, Public Policy
Commonwealth Bank

As senior manager of public policy, Jonathan leads a 4-member team at the Commonwealth Bank, develops strategies to implement major government reforms, and engages with senior lawmakers. Prior to joining the bank, he worked in journalism and government for more than a decade, and has led teams in putting together communication and engagement campaigns.

His expertise lies in marketing and data analytics, innovation and entrepreneurship, as well as technology and digital transformation.

Jonathan aims to improve his business and analytical skills, gain exposure to international business practices, and meet people from diverse backgrounds through the TIEMBA programme.



Ilhem DIB

French
Business Development
Fast Track Trade

Presently in charge of leading business development efforts for a fintech company in Singapore having spent most of her career in finance and investment banking across Asia and Europe. She has been living in Singapore and Hong Kong for the past 8 years.

Her expertise spans the areas of finance and technology, investments, cross-functional and cross-cultural teamwork. She also completed an MBA at INSEAD in 2005. Through the TIEMBA programme, Ilhem wishes to improve her leadership skills, become a better influencer and decision maker, enhance her understanding of China's business culture, and broaden her network in China as well as her professional horizon.



Jie FU

Chinese
Marketing Director
AstraZeneca

As Marketing Director of a brand with over US\$300 million in revenue and an annual growth rate of 30% in China, Jie is responsible for all aspects of marketing, branding, and all channel sales as well as new product launches and overseeing the future pipeline.

His core expertise lies in marketing and sales, profit-and-loss, managing cross-functional teams, industrial collaboration, and business development.

By attending the TIEMBA programme, Jie wants to improve his leadership skills, learn more about corporate governance, and strengthen his network within the industry and beyond.



Wenyue (Sunny) GAO

Chinese
Managing Director
Standard Advisory China Limited

Sunny is responsible for all aspects of the strategic cooperation relationship between ICBC and Standard Bank Group, the largest bank in Africa. He was formerly at Huawei for almost 15 years, where he worked as a leader and expert on project finance in the position of Group Finance Director.

His expertise lies in Investment and commercial banking, strategic thinking, global leadership, marketing and sales, finance, and managing cross-functional and cross-cultural teams.

At the TIEMBA programme, Sunny aims to hone his theoretical learning, refresh his knowledge on management and leading virtual teams, and improve his strategic decision skills while broadening his global network.



Sylvain GILLMETH

French
Head of Asia Supply Chain
JJA

As General Manager of the Shanghai office, Sylvain has built a team of 20 people—buyers, procurement specialists and quality engineers—over the last two years to support the French company with their local Asia supplier panel management.

His core competencies and experiences lie in Team management, Supply Chain, Lean Manufacturing and Quality Systems.

While at the TIEMBA programme, Sylvain wishes to brush up on his academic training in economics, finance, receive guidance on soft skills, and understand his strengths and weaknesses to move forward in his career. He also looks forward to meeting professionals from other fields and countries to help him identify other ways to tackle things.



Shannon GOH

Singaporean
Director and Chief Financial Officer
LPG Trading

Shannon has worked in the banking and finance industry for over 13 years across Singapore, London, Hong Kong, and Shanghai. Her current responsibility is a key leadership position in the Singapore branch of a dynamic Chinese enterprise, of which, she helped establish. She oversees financial and business matters for the company, as well as wealth management for the founder.

Her work experience ranges from corporate sales to credit risk analysis and management. Her expertise lies in finance, wealth management, client relationships, team management, and managing bilingual teams.

Shannon joined the TIEMBA programme with an aim to gain insights into different leadership approaches.



Vladimir GOLUBYATNIKOV

Russian
Group Head of Investment Planning
ERG

In his current position, Vladimir is responsible for the capital investments approval process and projects portfolio planning for ERG production entities worldwide. His career track includes management consulting and corporate positions focusing on strategy and capital investments in industrial companies.

His core competencies lie in the fields of capital investments, project management, as well as strategy and planning.

Through the TIEMBA programme, Vladimir aims to improve his leadership skills that will prepare him for transition into a general management role, expand his professional and personal horizons, and widen his network in China and APAC.



Shane GROVUE

Canadian
Director, Engineering & Operations
Instream Energy Systems

Shane is currently responsible for engineering and projects, business operations, and business development and equity finance activities at Instream. He has previously lead multi-disciplinary teams in start-up, engineering consulting, and utility environments for projects in Canada, the US, UK, and France.

A registered professional engineer, he has managed high-profile projects in multiple regulatory environments, and is experienced in business planning, strategy development, and project and financial analysis.

At the TIEMBA program, Shane aims to improve his leadership capabilities and developing a deeper understanding of business management and value creation.



Mengjie (Maureen) GUO

Chinese
Marketing Strategy Manager
Mercedes-Benz China

Maureen currently leads the marketing strategy development for Mercedes-Benz brand and its products in China, as well as research projects to support colleagues. On previous exchanges to the German and Korean markets, she gained a deep understanding about market operation philosophies under different cultural contexts and development statuses.

She is experienced in strategy development and market research, customer experience management, retail process optimization, and cross-function communication.

At the TIEMBA programme, Maureen aims to focus on her management style, further sharpen her management competence, and widen her entrepreneurial exposure in order to be ready for sustainable career development in today's dynamic business environment.



Caroline HANDOKO POENG

Singaporean
Business Development and Improvement Manager
GlaxoSmithKline

Till 2018's first quarter, Caroline was the Supply Chain Planning Manager at GSK plant in Jurong Plant, where she was responsible for the site activities related to supply chain management of over 50 process stages of established and new products. She has recently moved into her new role and is now adjusting to the different job scope.

Her expertise ranges from pharmaceutical manufacturing to production planning and supply chain management. A chemist by training, she also holds a Master in Science in Pharmaceutical Science & Technology and an APICS CPIM certificate.

Caroline hopes to accelerate her developmental growth and re-define the way she thinks as a leader while at the TIEMBA programme. She looks forward to stepping out of her comfort zone and exposing herself to other business areas and industry sectors.



Takahiro HANEDA

Japanese
Senior Director of Marketing, Asia-Pacific
App Annie

With 12 years of experience in building and scaling hyper-growth technology brands such as App Annie and NewsPicks across Asia, Takahiro currently leads the go-to market strategies and integrated marketing initiatives that drive revenue growth for his company.

Bilingual in Japanese and English, his expertise ranges from mobile product launches and marketing to managing international teams as well as sales portfolios for stakeholders.

Takahiro's aim of joining the TIEMBA programme is to enhance his knowledge of building superior business strategies and scalable organisations, as well as to expand his network by meeting like-minded professionals.



Tomomichi HATTORI

Japanese
Chief Executive Officer
Myclimate Japan Co. Ltd.

Tomomichi is a founding member and current CEO of Myclimate Japan, a company that offers high quality service solutions for effective climate protection to global companies not just in Japan, but China, the US and the UK.

His expertise spans diverse areas like business strategy development, marketing and sales, profit-and-loss management, human resources, and project management.

At the TIEMBA programme, Tomomichi aims to learn more about the academic framework for business administration from top rated professors, improve his leadership skills, and expand his international network.



Sigalia HEIFETZ

Israeli
Strategy and Investment Consultant

As board member of multiple leading public companies, Sigalia's responsibilities include driving core business decisions including significant investments, mergers-and-acquisitions activities, IPOs, and executive appointments.

Over the past 15 years, she has participated in substantial diplomatic, financial, and philanthropic activities, and created extensive networks across the UK, Austria, Russia and China, as wife of the Israeli Ambassador to these countries. Her expertise lies in finance, accounting, general management, and IPOs.

Sigalia aims to modernise and deepen her knowledge and skills across business management domains, with a specific emphasis on global practices and the Chinese economy at the TIEMBA programme.



Keng HSU

Australian/Taiwanese
Chief Operations Officer - Asia
Premaitha Health

As the Asia COO for the firm, Keng looks after the APAC team and markets with a cross-functional team of about 40. Owing to his current responsibilities, he travels about two weeks a month to various parts of Asia and the UK.

His expertise lies mainly in sales, finance, and human resources. He also has a CPA certificate and a property degree, and is experienced in growing businesses.

Keng's aim, while attending the TIEMBA programme, is to improve his marketing skills and strategic planning. He would also like to learn more about leadership and private equity.



Ning KONG

British
Senior Risk Officer
European Investment Fund

With over a decade's experience in risk management and compliance in the financial sector—including commercial banks, investment banks, and asset management firms—Ning has worked with and managed teams in the UK and Luxembourg, and gained international exposure in Hong Kong and China. She is fluent in English and Mandarin, and speaks basic French.

Her expertise spans the areas of risk management, new product launches, private equity, project management, strategy, and negotiations.

At the TIEMBA programme, Ning plans to improve her leadership skills, and use her learnings to transition into an entrepreneurial role in private equity.



Elvie LAHOURNERE

French
APAC Digital and Innovation Director
Natixis

In her current role, Elvie is responsible for digital and innovation strategy and roadmap for APAC region – fintech ecosystem link. She leverages deep tech to enhance bank solution. She is also co-founder and president of French Tech Beijing, a not-for-profit company that develops artificial intelligence and digital practice knowledge.

Her range of expertise and experience spans strategic consulting, aerospace and defence, and tech development, specifically in blockchain and artificial intelligence.

While at the TIEMBA programme, she hopes that the elective course Entrepreneurship and Family Enterprise will allow her to further develop her current knowledge on private equity management and enrich her passion for entrepreneurship.



Chiayong NG

Singaporean
General Manager, Raffles City Hangzhou
CapitaLand Limited

In his current role, Chiayong oversees the operations of the whole integrated development comprising a shopping mall, offices, serviced residences, hotel, and strata units of offices and apartments. His prior experience includes managing IT, business process improvement, workplace re-design, and project management at his company's China and Singapore headquarters.

His expertise lies in commercial property operations, human resources, and managing cross-functional teams.

By undertaking the TIEMBA programme, Chiayong hopes to improve his understanding of finance, enhance his ability to learn, analyse, apply, and innovate.



Chinedu OGUEGBU

Nigerian
Executive Director
Kojo Motors

In his current role, Chinedu is responsible for all aspects of marketing, sales, and business development for the company. He leads the firm's partnership with bus operators (both private and government) to provide sustainable mass transit, and is also the founder of Togetherway, a business incubator in Lagos investing in commerce-focused businesses (consumer internet, e-commerce, and omnichannel marketplaces, etc).

His expertise lies in the fields of strategy management, entrepreneurship, new business strategy, branding, product marketing, and sales.

Through the TIEMBA programme, Chinedu aims to improve his leadership, strategy, and management skills in a global context, and exchange experience and knowledge with his peers to gain a better understanding of businesses in Asia, especially China.



Hongli (Winnie) PI

Australian
Chief Executive Officer
Longton Capital Pty. Ltd.

Winnie is currently responsible for all aspects of operations, including business strategy and vision setup, human resources, image and reputation of the company, as well as risk management. She has also played key roles in a number of cross border transactions.

Over the course of her work, she has gained exposure and expertise in the fields of investment, leading people and organisations, profit-and-loss, and human resources.

Winnie looks forward to enhancing her knowledge of business, strategic management, organisational behaviours, as well as her leadership skills at the TIEMBA programme.



Xiaoqi (Lily) SHAO

Chinese
Manager and Digital Practice Leader
Bain Company

Lily has over 10 years of experience in one of top 3 leading management consulting firms. As a manager, Lily leads teams of 4 to 12 consultants to provide strategic solution and implementation support for her clients. Lily's main focus is in consumer products and digital: served multiple digital leading players among "BATJTMD" and 30+ leading consumer

product companies in almost all functions, such as strategy, portfolio, pricing, marketing, omni-channel strategy, route-to-market/trade design, consumer relationship management, etc.

Her wide experience spans across digital, consumer products, big data/coding.

At the TIEMBA programme, Lily looks forward to expanding her network and improving her leadership skills.



Derek SUN

Chinese
Global Marketing Director
OPPO

In his current role, Derek oversees OPPO's global brand and marketing strategy across all international markets, which includes market and consumer insights, brand management, product marketing, media management and global partnership management.

His expertise lies in the fields of brand management, marketing, advertisement development, product launch, profit-and-loss, multi-functions management, and cross-cultural communication.

By attending the TIEMBA programme, Derek aims to expand his skills to be able to transition from marketing and branding to general management. He looks forward to learning from multiple cultures and industries, and making friends and having fun.



Wen SUN

Chinese
Partner
NorthCape Capital

Wen has over 10 years' experience in shipping and offshore financing, and has worked in various locations including Norway, Singapore, Canada, and Hong Kong. Over the last 7 years, Wen has been focusing on equity investments within the shipping and offshore industry. A native Chinese, she holds a Master Degree of Economics from Renmin University of China, and is also a CFA charterholder.

Her core expertise lies in the fields of corporate finance, structured finance, business development, valuation, and financial analysis.

While at the TIEMBA programme, Wen looks forward to developing her leadership, management, and negotiation skills and capabilities to drive her decision-making, and to expand her global network.



Songxian TAN

American
Chief Investment Officer
ABL Global Asset Management

In his current role, Songxian leads a team of 22 investment professionals to manage US\$10 billion investment portfolios with various asset classes including public equity, bond, and real estate/infrastructure. Through the course of his career, he has worked in the US, China, and South Korea, and travelled to more than 25 countries.

He is experienced in cross-border mergers and acquisitions, public equity, bonds and real estate investments, and people management.

Through the TIEMBA programme, Songxian aims to obtain in-depth knowledge of different cultures, industries, and major functional areas of an organization, and to strengthen his interpersonal, problem-solving, and leadership skills.



Li (Brenny) WANG

New Zealander
Associate
Zhongrong International Capital Management Ltd.

In her current role, Brenny looks after customer relationship and product design in asset management. She has lived and studied in China, New Zealand, and the US, and is currently based in Hong Kong.

During her career, she has worked with people from various cultural backgrounds, and her expertise lies in asset management, direct investment, finance, and accounting. She also has several years of programming experience.

At the TIEMBA programme, Brenny aims to learn about entrepreneurship, especially in the field of sustainable social enterprise, and to improve her understanding of corporate strategy, business management, and the Chinese economy as a whole.



Diane WANG

Chinese
General Manager, China
Peerwith

A seasoned manager with 12 years of diversified experiences in global companies, and not-for-profit organisations across various industries, Diane has worked with many industry disrupters and she has a record in driving fastest business growth and building teams from scratch. In her current role, she is building business in China for a start-up global company in the area of research services, designing tailored strategies and driving aggressive business growth in the Chinese market.

A native Chinese speaker and fluent in English, her expertise lies in business development in new markets, building cross-functional teams, profit and loss planning, and inter-governmental coordination and negotiation.

While at the TIEMBA programme, Diane aims to enhance her knowledge on running businesses independently, and to sharpen her leadership skills while also meeting outstanding professionals within the class.



Hongqiang WANG

Chinese
Director
Fujitsu

Hongqiang holds over 10 years of experience in research and development, project management, product planning, and business development, and has lead more than 10 cross-cultural and cross-organisational collaborations in cloud computing, artificial intelligence, digital education, and automotive electronics across China, Germany, Japan and the US.

Fluent in Chinese, English, and Japanese, Hongqiang's expertise lies in digital technologies, business development, cross-cultural collaborations, project management, and research and development.

Hongqiang expects to improve his leadership skills, expand his global network, and systematically enhance his business management capabilities through the TIEMBA programme.



Janet WANG

Taiwanese
Marketing & Event Manager
Bottega Veneta

In her current role, Janet is responsible for working with the company's Milan headquarters for marketing strategy in China, with a special focus on China initiatives including events, special local campaigns, trade, and alliance marketing.

Her core expertise lies in the fields of marketing and communications, operational management, event management, and public relations.

Through the TIEMBA programme, Janet aims to improve her critical business knowledge, leadership qualities, financial analysis, and other business-related skills.



Kathryn WANG

Singaporean
Senior Vice President; Head of Strategic Business Development
DBS Bank (Hong Kong) Limited

In her current role, Kathryn leads the Strategic Business Development team for the North Asia private banking business covering the Greater China region. She has worked in various roles and markets including Singapore, Shanghai, and Hong Kong, and is bilingual in English and Mandarin.

Her experiences and expertise range from strategic planning, budgeting, and performance management to business development, client engagement and events management, and corporate integration projects and initiatives.

At the TIEMBA programme, Kathryn aims to broaden her horizons beyond banking and expand her personal network through connecting with different people from diverse backgrounds.



William WONG

Singaporean
Chief Operating Officer
Pactera Fintech

Pactera Fintech is an IT technology company operating primarily in China serving financial services clients with more than 10,000 engineers. In his current role, William is responsible for Project Management Office, Professional Talents Acquisition, Campus

Recruitment, Innovation Centre, Procurement, Finance and internal IT. Prior to his career in China, he was an entrepreneur for 10 years providing IT services to financial services clients in SE Asia. He started his career in Accenture.

William wishes to organise his working experience into a structured knowledge framework, and to understand cross-functional issues and focuses in the TIEMBA programme.



Marcel XU

Singaporean
Director, Southeast Asia
Ministry of Defence, Singapore

As the Director overseeing Southeast Asia affairs in the Ministry of Defence, Marcel is responsible for the bilateral defence relations between Singapore and various Southeast Asian countries. Previously, he has commanded a squadron of close to 400 voluntary and conscript soldiers, and has also led various operations and exercises at home and abroad in Indonesia and Thailand.

His expertise lies in leadership, managing teams, aviation operations and logistics, organisational behaviour and culture, and change management.

At the TIEMBA programme, Marcel aims to enhance his knowledge and prepare himself for the next challenge.



Charley YAO

Chinese
Founding Partner
Shensixing International

Since the firm was founded, Charley has been responsible for developing strategy planning systems from scratch as well as providing thought leadership in both of consulting and strategy management fields. Prior to this, he was a consulting veteran delivering engagements across Asia Pacific.

His expertise ranges from strategy planning and performance management to business plan preparation, business model design, and mergers and acquisitions.

At the TIEMBA programme, he aims to build a global perspective on management and improve his managerial skills to lead his firm better.



Cherry YAO

Singaporean
Global Brand Development Manager
Zespri International Pte. Ltd.

In her current role, Cherry is responsible for crafting global brand vision, strategy and brand equity guideline for the No.1 premium kiwifruit brand Zespri which is worth 2.5 billion NZ dollars sales revenue and operates in 56 markets globally.

Prior to this, her career spanned eight years at Procter& Gamble and Unilever managing brands across different categories, e.g. prestige skincare (SK-II), beverage (Lipton) and ice cream. She is experienced in managing cross-functional teams in global scope including Europe, China, Japan, Southeast Asia, Turkey and New Zealand.

Through the TIEMBA programme, Cherry aims to further sharpen strategic expertise and build a global network across different industries.



Bei ZHANG

Chinese
CEO
iBay Education & Technology

In her current role, Bei makes decisions on all the major business operations of the company, including the financial plan, business direction, and scope of business changes. Her responsibilities also include developing business strategies and objectives, establishing enterprise culture, and promoting the enterprise.

Holder of PGCE in International Business of Griffith College Dublin, Ireland and MA in Citizenship and Global Education, University of York, UK, her expertise includes marketing and sales, profit-and-loss, and managing cross-functional teams.

At the TIEMBA programme, Bei aims to gain industry insights, and improve her awareness and technical strategies that she will need to help iBay expand further.



Susan ZHANG

Chinese
National Medical Science Liaison Manager
Sanofi Pasteur Pharmaceutical Company

With 7 years' experience in the pharmaceutical sector, Susan is an expert at developing medical/brand strategies and leading key customer engagement. She has gained international exposure across the US and France, and excels in implementing working processes to effectively train teams to work well.

Bilingual in Chinese and English, her expertise lies in key customer engagement, strategy development, and project management.

Through the TIEMBA programme, Susan aims to enhance her knowledge of business strategy and finance management, and to establish her network with industry leaders globally.



Yaosheng ZHANG

Chinese
Deputy General Manager Finance
CFLD International

Yaosheng holds over 12 years of professional experience in the field of finance, and has gained international exposure in Europe and the UK, North America, Singapore, India, and other south-east Asia countries.

Experienced in the energy, tech, and real estate sectors, his expertise lies in business partnerships, cross-cultural and functional teamwork, investment and risk management, and international expansion.

Yaosheng aims to improve his leadership skills and explore for both career and personal transformation from the TIEMBA programme.



Xinru (Ruby) ZHOU

Chinese
Legal Director, Greater China
Philips China

In her current role, Ruby leads a legal and compliance team that supports the Personal Health Business as well as mergers and acquisitions projects for the company. Before she became an in-house counsel, she worked in a top international law firm as a senior transaction lawyer in its Shanghai, Hong Kong, and London offices.

Her expertise lies in legal, mergers and acquisitions, crisis management, cross-functional teamwork, coaching, psychology, and education.

At the TIEMBA programme, Runy aims to hone on her business skills and develop a strategist mindset.



Nina ZHU

Chinese
Head of Marketing
Google, Hong Kong

In her current role, Nina is responsible for marketing across key product territories, including Google Mobile Apps (Search, YouTube, Assistant, Google Pay etc), Google Eco-system (Android, Google Play, etc), and Google Hardware in Hong Kong, with a focus on GRCN collaboration. Her career to date has primarily focused on the digital and new media industry where she has held various international and corporate positions.

Her specialisation lies in strategising, innovating, and implementing effective go-to-market plans where there is a gap between digital demand and supply.

Nina's objectives for joining the TIEMBA programme are to understand general business practices such as corporate finance and sharpen specific skillsets (such as decision-making).