

Biographies

Host



Prof. Andy Wong, Co-director, Entrepreneurship and Innovation Minor Programme, The Chinese University of Hong Kong

Prof. Andy Wong is the Associate Dean (Undergraduate Studies) of the Business School and Co-director of the Entrepreneurship and Innovation Minor Programme (EPIN) at CUHK. His research interest includes consumers' perception of knowledge, consumer stereotypes, advertising and marketing communication.

Prof. Wong received his BBA and MPhil in Marketing from CUHK, and his PhD in Marketing from the University of Southern California. Prior to his pursuit of an academic career, Prof. Wong was an award-winning creative director at major advertising agencies including D'Arcy, FCB, JWT and M&C Saatchi. During his tenure as a creative director, he has won more than 60 awards at local and international award shows including the HK4As, Asian Advertising Awards, the London Advertising Festival and the New York Festivals.

Speakers



Mr. Tony Song, Co-founder of NEX Team

Graduated from the Bachelor of Engineering at CUHK in 2003, Mr. Song is now a software engineer and second-time entrepreneur. He co-founded EditGrid in 2006 which was acquired by Apple in 2008. In 2017, he co-founded NEX Team Inc and invented HomeCourt, an app that combines mobile and AI technologies with deep community engagement experiences to create utility and joy for athletes and sports communities worldwide.

Investors include the NBA, Alibaba Entrepreneurs Fund, Joe Tsai, Dreamers, Harris Blitzer Sports Entertainment, Mark Cuban, and pro athletes including Steve Nash, Jeremy Lin, Bradley Beal, Sue Bird, Matthew Dellavedova, Joe Harris, Al Horford, Jewell Loyd, Mason Plumlee, Miles Plumlee, and JJ Redick.



Mr. Eric Kuo, Co-founder of R-Guardian

Mr. Eric Kuo studied the Bachelor of Information Engineering at CUHK and MPhil in Technology Leadership and Entrepreneurship at the Hong Kong University of Science and Technology. He started his own business while he was an undergraduate student and established bases in the Hong Kong Science Park and Shenzhen in mainland China soon after his graduation. He is an inventor of over 20 patents.

His company, R-Guardian, offers IoT products including anti-theft solution for wallets, weather alert for umbrellas, built-in digital scale for luggage, etc. R-Guardian has completed two rounds of financing in mainland China. With an estimated valuation of over RMB100 million, the company has been certified as one of the national high technology enterprises.

Mr. Kuo spares no effort in supporting the innovation and entrepreneurship eco-system in Hong Kong and the Greater Bay Area. He was one of the entrepreneurs in Forbes China 30 under 30 in 2019 and 2020 Chinese New Business leaders.



Ms. Winnie Lee, Co-founder of Spread-it

Ms. Winnie Lee has started her entrepreneurial journey during her university studies. Studying international business in CUHK, she has trained herself to be a bold and adventurous person that is eager to try new projects out. Before graduation, she has co-founded Spread-it with her partner, growing the platform from scratch to now with more than 600 MNC clients, e.g. L'oreal, UNIQLO, McDonald's etc. Spread-it is Hong Kong's largest micro-influencer platform that offers more than 30K micro-influencers to promote brands on social media. Ms. Lee was named in Forbes Asia 30 Under 30 in 2020.