



## **CONNIE SING CHING LAI**

### **Senior Commercial Head, APAC & Greater China**

Connie (born in April 3 1966) has been the Senior Commercial Head, APAC & Greater China since November 5, 2018.

Connie was formerly Managing Director of Marchon Eyewear of Asia Pacific where she achieved record sales and profit of the region by setting up subsidiaries in China and Singapore, integration of the newly formed Joint Venture of India.

Graduated in 1988 as Bachelor of Social Sciences with Major on Economics in the University of Hong Kong, she was nominated by her various employers to attend executive management courses in ISEAD (1999 & 2003) and IMD (2008). She began her career in Nestle Hong Kong as Executive Trainee and with Warner Lambert in 1993 as Division Manager where she recruited the team and built the confectionary division by growing brands including Halls, Clorets and Trident chewing gums and candy. From 1997 to 2005, she joined consumer brand distribution company of Swire Group and held the position of Group General Manager covering Greater China. She spearheaded the growth of Reebok to No. 3 sport brand in Greater China by leading various functions including design & product development, marketing, visual merchandising, store planning and distribution development. In 2001, she relaunched Puma in Greater China as the sport fashion brand and rapidly established solid and profitable business with leading market position.

Connie's career was further to cover Asia Pacific and joined ECCO Shoes in 2005 as Commercial Director to rejuvenate the brand to fashion comfort with development of marketing campaign, product strategies, retail image and network for the region. She achieved to establish ECCO as the No.1 brand in comfort shoes segment in the region.

She speaks Mandarin (fluent), Cantonese (mother tongue) and English (fluent).