
Curriculum Vitae

LAM Tak Ming, Eric (Dr)

Program Director, Institute for Entrepreneurship, PolyU

Chairman, China Hong Kong Macao Business Consortium

Vice President, Green Supply Chain Guangdong Province Association

Specialist, HK Council for Accreditation of Academic & vocational Qualifications

Director of Entrepreneurship Development Committee, World of Federation of Chinese Entrepreneurs Organization

Dr. Lam is an experienced business professional and successful serial entrepreneur with 20 more years in business development, marketing, management, consultancy and business start-ups. His extended business exposures and international connections were developed through working in global enterprises in the countries of Canada, US, Japan, Taiwan, Hong Kong and China. Dr Lam took up the jobs of IBM and NEC just after graduated from the university in the main responsibilities of business development and marketing strategies. After that, Dr Lam was appointed by a Hong Kong based company working in Canada and in the main responsibilities for setting up the new office and marketing development. Dr Lam left the company and came back to Hong Kong to set up his own business in providing the technology based marketing solutions for corporations mainly in Hong Kong, China and Asia for the clients of HSBC, Coca cola, AXA, BMW, McDonalds, IKEA and 3M, etc. Later on, his company was acquired by an investor in a good price. After company exit, he could release more time and energy for the social innovation projects and matching funding for youngster business start-ups. In the recently years, he works in the Hong Kong Polytechnic University and takes up the entrepreneurship projects, international business competitions, MBA programs and executive training in Hong Kong and China. He teaches mainly the postgraduate programs and executive training in covering the areas of Entrepreneurship, Innovations, Strategic Management, Sustainability and Social Entrepreneurship. Dr Lam integrated his business insights into a book called “First Bucket of Gold in China” and was published in 2013 by Pearson. Another forthcoming book is called “Making Strategies Work” will be published in 2020.

林博士是一位经验丰富的商业管理人员及企业家，他拥有超过20年的企业实战经验，业务拓展和创业的经历。他广泛涉足并曾长期服务于加拿大、美国、日本、台湾、香港和中国内地不同行业的跨国公司。林博士大学毕业后立即加入IBM及NEC等国际大机构负责业务拓展及市场战略。后来林博士获得一家香港资本公司聘请在加拿大拓展新公司及市场，这是个挑战亦为日后创业打好基础。后来林博士回港创业，成立一间科技及市场营销公司为客户提供创新市场营销的解决方案，市场拓展到国内及东南亚地区。客户包括汇丰银行(HSBC)，可口可乐(Coca Cola)，安盛保险(AXA)，宝马(BMW)，麦当劳(McDonalds)，宜家(IKEA)及3M等客户。直到最近公司已达到一定的规模而林博士希望寻求人生的更大意义。其后将公司售与其他股东及投资者并将时间及精力投放于社会创新及青年人身上。这几年，他在香港理工大学主要负责青年学生创业培训及行政人员课程发展。在教学上，他主要博士硕士课程和培训行政人员，其教学的范围包括创业学，创意领导力，可持续发展，社会企业及行政人员战略管理等。林博士用很多时间去培养年青人创业，除了负责相关的讲座及论坛外林博士亦会亲自带领MBA及本科学生参与世界各地的主要国际商业及创业比赛。林博士将他的商业见解整合到一本名为“中国第一桶金”的书中，并于2013年Pearson出版。另一本即将出版的书叫做“制定可行战略”，将于2020年出版。

A. Industrial Experiences:

Chairman, China Hong Kong Macao Business Consortium (中港澳事务所)

Vice President, Green Supply Chain Guangdong Province Association (广东省绿色供应链协会)

Director of Entrepreneurship Development Committee, World of Federation of Chinese Entrepreneurs Organization (世界华商组织联盟)

Chairman, Talent Tower (HK) Business Consultancy

CEO, H&E Cyber Marketing & Consultancy Ltd

B. Education:

DBA in Management and MIS – Southern Cross University of Australia

MSc in Environmental Management – University of Hong Kong

MSc in E-commerce and Internet Computing – University of Hong Kong

MBA in General Management – University of Macau

BEng in Electronic Engineering – The Chinese University of Hong Kong

C. Professional Membership:

Member of the Institute of Electrical and Electronics Engineer

Member of the Institute of Electrical Engineer

D. Book Publication:

- **First Bucket of Gold in China** (1st print, November 2013)
- **Making Strategies Work** (1st print, estimated 2020)

E. List of Taught Postgraduate Subjects in PolyU:

- MM534 Entrepreneurship (MBA-HK)
- MM5349 创业学 (MBA-China)
- MM539 International Management (MBA-HK)
- MM533 Organization Management & Strategy (MSc-HK)
- MM5317 行政人员战略管理 (MBA-China)
- MM5061 Leadership Development Program (MBA-HK)
- MM511 Managing Organizations and People (MSc-HK)
- MM5831 Social Media Marketing (MSc – HK)
- MM543 E-Business Strategy (MSc-HK)
- MM5802 E-Marketing (MBA-HK)
- MM544 E-Commerce (MBA-HK)
- MM5423 管理信息系统 (MBA-China)
- MM5329 管理政策与策略 (MBA-China)
- MM5763 市场营销管理 (MBA-China)
- MM5932 Investigation Report (MBA-HK)
- MM5932 调研报告 (MBA-China)
- COMP5331 Web Advertising and Web Publishing (MSc-HK)

F. List of Delivered Executive Training Topics:

- Entrepreneurial Thinking and Mindset
- Technology Entrepreneurship and Start-up ventures
- Social Enterprise Implementation
- Nurturing the Entrepreneurial Mind-set
- Business Strategies for Start-ups
- Feasible Capital and Operation Plan for Accelerators
- Sustainability Strategy and Management
- Big Data and Business Transformation
- Internet of Things (IoT) Today and Future
- O2O Strategies and Start-up
- Design Thinking Workshop
- 可持续发展的战略与管理
- 中国企业的国际化战略
- 商业模式从创意到盈利工作坊
- 从哈佛大学学到的战略管理思维
- 麦肯锡思维: 问题分析与解决技巧
- 物联网(IOT)的今天与未来

G. List of Delivered Training Topics for Universities:

- 商业模式从创意到盈利工作坊
- Goal Setting and Career Planning
- Internationalization Strategies of Chinese Enterprises
- Food and Water PolyU YES
- Future Cities and Urban IoT
- Entrepreneurship Innovation
- Design Thinking Workshop
- 校企合作与成果为本教学经验分享
- Life and Career Planning
- 课外学习: 服务学习的推行与挑战
- 校企合作的模式与服务学习
- Business Culture and Effective Communication in China
- 香港理工大学的创新创业教育
- 校企合作项目实训经验分享
- 未来智慧城市与物联网
- Food Branding and Marketing
- 国际创新创业大趋势
- 目标规划工作坊

H. Entrepreneurship Funding, Business Competitions and Community Engagements:

- Director of Entrepreneurship Development Committee for World of Federation of Chinese Entrepreneurs Organization, in sourcing and investment of business start-ups and accelerators in GBA.
- Guest Speaker and Coach for Talks for WUCIE Pre-Incubation Program, Hong Kong Hang Seng University.

- Panel Chairman for Innovation and Entrepreneurship at Shenzhen (前海粵港澳青年創新創業大賽評委會主席)
- Organizer and speaker for “創新創業：海峽兩岸夏令營”, organized by 3 universities: PolyU, 浙江大学及台湾政治大學 every year。
- Organizer and speaker for “同济大学紫荆谷创新创业研习营(深圳) ” and “杭州創新創業國際夏令營”.
- Mentoring 10 more projects for PolyU alumni and source the funding from 上海市大学生科技创业基金会-理大专项基金 (Shanghai University Students Technology Entrepreneurship Funding Foundation) successfully in totally 4.2 Million RMB.
- Providing the consultation services for a company Locus Data of a new venture related to P2P in Shenzhen and getting the venture funding from Tencent in totally 25 Million RMB.
- Mentoring 10 more projects for PolyU undergraduate students and source the PolyU Micro Fund and other external investors successfully in totally 8.5 Million HKD.
- Chief Entrepreneurship Advisor for the Wellness Clinics Community Project which is a joint program together with the Faculty of Business and the Department of Rehabilitation in PolyU with funding of HKD 820,000. We let students to reach out the communities in Hong Kong.
- Head Coach for PolyU business competition teams with awards in the following competitions: IIBD Case Competition; Inter-Collegiate Business Competition; HSBC Case Competition; RSM Case Competition; APEX Biz-IT, Global Case Challenge.
- Panel judge and advisor for a number of entrepreneurship events in Hong Kong Shenzhen, Hangzhou and Macao.