

THIRD-PARTY EXPERTS

DUNCAN CLARK, O.B.E, CHAIRMAN, BDA CHINA



Email: duncan.clark@bdachina.com

Duncan Clark is an expert on the Internet and entrepreneurship in China, where he has lived and worked for 25 years.

Duncan Clark is Chairman of BDA China (www.bda.com), an investment consultancy company he founded in Beijing in 1994 which today has a team of 130 professionals serving private equity firms and hedge funds. Prior to BDA Duncan worked as an investment banker with Morgan Stanley in London and Hong Kong.

Duncan is author of 'Alibaba: The House That Jack Ma Built', selected by The Economist as a 'Book of the Year' and shortlisted as a Financial Times/McKinsey 'Business Book of the Year'.

Published in English by HarperCollins the book has also been published in Chinese and in thirty other languages around the world.

Duncan serves as Global Trustee of the Asia Society and a trustee of the San Francisco-based NGO WildAid, dedicated to ending the illegal wildlife trade in our lifetimes.

An early advisor to leading China Internet entrepreneurs, Duncan is a business angel investor in ventures including App Annie, Cambridge Machines and Radish Fiction. He is an independent director of Bangkok Bank and serves on the Advisory Board of the Pictet Digital thematic mutual fund.

A UK citizen who grew up in England, the US and France, Duncan is fluent in French and Chinese. A former Chairman of the British Chamber of Commerce in China. In 2013 he was awarded an O.B.E. for services to British commercial interests in China.

A graduate of the London School of Economics, Duncan serves (since 2016) as a Visiting Senior Fellow at LSE's new Institute of Global Affairs. He was earlier invited for two years as a Visiting Scholar at Stanford University where he co-founded China 2.0, an influential research initiative and forum at the Stanford Graduate School of Business.



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JASON DING, PARTNER & LEADER OF CONSUMER GOODS AND DIGITAL PRACTICE, GREATER CHINA, BAIN & COMPANY



Email: jason.ding@bain.com

Jason Ding is a partner in Bain & Company's Beijing office. He is the Greater China Leader for the Consumer Products and Digital practices.

Jason has over 20-year experience in management consulting and industry in Greater China, serving leading MNCs and local companies operating in consumer products and retail industries. He has deep experience in growth strategy, market entry, branding, route to market, organization. In his role as leader of the Digital practice, Jason pioneered Bain's strategic collaboration with large digital ecosystems in China, especially Alibaba and its various platforms.

Jason is the co-author of Bain annual white papers, e.g. China E-commerce Report, China Shopper Report, earning broad attention and acclaim from the consumer product and retail industry.

Jason owns a M.Sc. degree from Sauder School of Business, University of British Columbia and a B.Eng. degree from Tsinghua University.

ASHLEY DUDARENOK, FOUNDER, ALARICE & CHOZAN



Email: ashley@chozan.co

Ashley is a renowned China marketing expert, entrepreneur, bestselling author, professional speaker, and vlogger. She is the founder of several China-focused businesses, including social media agency Alarice and marketing training company ChoZan. Ashley runs the world's #1 YouTube business vlog about the China market, consumers and social media at AshleyTalksChina. She is the author of 3 Amazon bestsellers: "Unlocking the World's Largest E-Market: a Guide to Selling on Chinese Social Media", "Digital China: Working with Bloggers, Influencers and KOLs" and "New Retail: Born in China Going Global".

She's a regular contributor to the SCMP, the Next Web, China Daily and is often featured in media such as Forbes, The Wall Street Journal, CNBC, WIRED, etc.



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LIZ FLORA, EDITOR FOR APAC RESEARCH, GARTNER L2



Email: Elizabeth.Flora@gartner.com

Liz Flora is the editor for Asia Pacific research at Gartner L2, where her team's areas of research include the luxury, beauty and activewear sectors and APAC geographies including China and Japan. Previously, she was editor in chief at China-focused online luxury business publication Jing Daily. She is currently based in New York and lived in Beijing from 2014-2016. She holds a master's degree from Columbia University and a bachelor's degree from University of Chicago.

MAXWELL KAHN, PRESIDENT, CORESIGHT RESEARCH



Email: maxkahn@coresight.com

Maxwell Kahn is the President of Coresight Research, a research and advisory firm specializing in disruptive technologies reshaping today's retail landscape. Coresight Research has a global presence spanning the US, Europe and Asia, including deep expertise in the fast-changing China market. Mr. Kahn hails from the University of Pennsylvania and Columbia Business School. He began his career at McKinsey and then he further developed his expertise in the consumer at Johnson & Johnson and Merck.

He spent the last five years between two roles for Wiser Together as a board member and ultimately CEO.

Max understands the importance of delivering a great retail experience supported by strong technology. This expertise has exemplified his career in banking, consulting and investing.



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HENDRIK LAUBSCHER, CEO & CHIEF ANALYST, BLUE CAPE VENTURES



Email: hendrik@haimrich.com

Hendrik Laubscher is the CEO and Chief Analyst at Blue Cape Ventures, a boutique consultancy. Hendrik has a decade's worth of e-commerce experience in emerging markets and worked for some of the largest e-commerce businesses in Africa. Hendrik curates a must-read newsletter for e-commerce executives and investors, Blue Cape Ventures offers strategic and consulting services to startups and e-commerce investors (venture, PE and hedge funds) related to e-commerce, marketplaces, and cross-border e-commerce.

FRANK LAVIN, CEO & FOUNDER, EXPORT NOW



Email: frank@exportnow.com

Frank Lavin is the CEO and founder of Export Now, a U.S. firm that operates e-commerce stores in China for international brands. Export Now is the largest off-shore operator of China e-commerce stores, helping brands from around the world in strategy and operations.

In Government, Lavin served as Under Secretary for International Trade at the U.S. Department of Commerce 2005-2007. In that capacity, Lavin served as lead trade negotiator for both China and India and was the senior policy official in the Department responsible for commercial policy, export promotion, and trade negotiations across the globe. Lavin was U.S. Ambassador to the Singapore from 2001-05, where he helped negotiate the U.S.-Singapore Free Trade Agreement.

In the private sector, Lavin served in senior finance and management positions in Hong Kong and Singapore with Edelman, Bank of America, and Citibank.

Previously, Lavin served in the George H.W. Bush and Reagan Administrations, working in the Department of Commerce, Department of State, National Security Council, and White House. Lavin served as Director of the White House Office of Political Affairs 1987-89.

Lavin earned a B.S. from the School of Foreign Service (Georgetown); an M.S. in Chinese Language and History (Georgetown); an M.A. in International Relations and International Economics from the School of Advanced International Studies (Johns Hopkins); and an M.B.A. in Finance at the Wharton School (Pennsylvania).

He is a columnist for Forbes.com and has been published in The New York Times, The Washington Post, The Wall Street Journal, Foreign Affairs, Foreign Policy, and other periodicals.



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Lavin is the co-author of “Export Now,” (Wiley) on market entry strategies. He also authored a World War II history book, “Home Front to Battlefield” (Ohio University Press).

JEFFREY TOWSON, PROFESSOR, PEKING UNIVERSITY



Email: jeffreytowson@gmail.com

Jeff is a private equity investor, Peking University professor, best-selling author and keynote speaker. His writing and speaking are on *digital China – and on Asia’s latest technology trends*.

His investment / advisory work is in healthcare, primarily in the US and China / Asia. Jeff was previously Head of Direct Investments for Middle East North Africa and Asia Pacific for Prince Alwaleed, nicknamed by Time magazine the “Arabian Warren Buffett”. He is based in Las Vegas and Bangkok.

MICHAEL ZAKKOUR, FOUNDER AND CHIEF STRATEGIST, CONSULTING FIRM 5 NEW DIGITAL



Email: mzshanghai@gmail.com

Author of the #1 Amazon New Release: “New Retail: Born in China, Going Global – How China’s Tech Giants are Changing Global Commerce” and “China’s Super Consumers”

Areas of Expertise: The New Retail; Digital Commerce; Consumer Products; China/Asia Pacific digital commerce; China/Asia retail, consumers, and consumption; retail technology; Cross Border eCommerce; Digital Globalization

Michael advises global brands, retailers, consumer product and technology companies on: digital and eCommerce, the New Retail; consumer centricity; China/APAC retail, consumer and digital strategy; global eCommerce and digital transformation strategies, structures and implementation; direct to consumer commerce; consumer focused supply chains and logistics.

Michael has more than twenty years’ experience in international market strategy and implementation, primarily in China and Asia where he has assisted more than 400 multi-national, SME, public and private enterprises on their entry and growth strategies, including some of the biggest names in retail, consumer products, technology, food and beverage, entertainment, health care, fashion and luxury.

Prior to moving to Asia, Michael was an internet technology and eCommerce pioneer having worked on the front lines building Web 1.0 and early eCommerce from 1993 to 2001 and has stayed in the digital commerce and consumer realm ever since.



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Michael is also a regular guest and contributor at the BBC, CNN, NBC, Fox Business, NPR, and in other global media channels sharing his insights on digital commerce; new retail; global e-commerce; and China. He has lectured at Columbia, Northwestern, UPENN, Yale, The Confucius Institute, NYU, The China Institute and at dozens of other schools, conferences, government institutions and corporations around the world.