

EXECUTIVE BIOS

MICHAEL EVANS

PRESIDENT, ALIBABA GROUP

J. Michael Evans has served as the President of Alibaba Group since August 2015. As president, Michael is responsible for leading and executing Alibaba Group's international strategy for globalizing the company and expanding its businesses outside of China. He also serves as a member of Alibaba's board, having served as an independent director since the company's initial public offering in September 2014.



Prior to that, Mr. Evans spent 30 years in global finance. He served as vice chairman of The Goldman Sachs Group, Inc. from February 2008 until December 2013. He served as chairman of Asia operations at Goldman Sachs from 2004 to 2013 and was the global head of Growth Markets at Goldman Sachs from January 2011 to December 2013. He also co-chaired the Business Standards Committee of Goldman Sachs from 2010 to 2013. Michael joined Goldman Sachs in 1993, became a partner of the firm in 1994 and held various leadership positions within the firm's securities business while based in New York and London, including global head of equity capital markets and global co-head of the equities division, and global co-head of the securities business.

Michael is a member of the Board of Directors of Barrick Gold Corporation. He is also a trustee of the Asia Society and a member of the Advisory Council for the Bendheim Center for Finance at Princeton University, and a board member of City Harvest.

Mr. Evans received his bachelor's degree in politics from Princeton University in 1981 and won an Olympic gold medal for his home country Canada as a member of the men's eights rowing team in the Los Angeles 1984 Summer Olympics.

JIANG FAN

PRESIDENT OF TAobao AND Tmall

Jiang Fan has served as president of Taobao since December 2017 and president of Tmall since March 2019. Prior to his current position, he had been responsible for the Taobao app since joining Alibaba Group in August 2013. Previously, he founded and served as the chief executive officer of Umeng, a provider of mobile app analytics solutions for developers which Alibaba Group acquired. Before founding Umeng in 2010, he worked in product development at Google China. Mr. Jiang received a bachelor's degree in computer science from Fudan University.



CHRIS TUNG

CHIEF MARKETING OFFICER, ALIBABA GROUP

Chris Tung joined Alibaba Group as the Chief Marketing Officer in January 2016.

Prior to his current position, Chris was the Chief Executive Officer of VML China, a marketing agency, from October 2010 to January 2016. Before joining VML, he was at PepsiCo China from October 2004 to October 2010 where he served as the Vice President of Marketing. Prior to that, Chris worked at Procter & Gamble from 1995 to 1998, Gigamedia from 1998 to 2001 and L'Oréal from 2001 to 2003 in various senior management positions. Chris has managed 4 of the top 100 most valuable global brands in his previous experience.



Chris is best known for his strong leadership in driving marketing innovation and defining new models to build brands. During his tenure at Alibaba, he has led different business divisions to create many best-in-class cases including Taobao Maker Festival, Taocafé unmanned store, Buy+ VR online shopping, Tmall double 11 (single's day) TV gala, Tmall iStore etc. He also spearheaded the strategic sponsorship with the IOC, which made Alibaba the first Internet company to become the global TOP partners for the Olympics games.

Chris created the concept "Uni Marketing", a revolutionary marketing system that significantly improves the effectiveness of marketing and advertising by leveraging Alibaba's big data advantage. The new methodology is transforming the way to do brand marketing and generating strong momentum for marketing industry evolution in China. As a result, Chris was awarded as "the top 50 creative people of the year" by Ad Age (2016), as one of the "top 50 most innovative CMOs of the year" by Business Insider (2017), as "the top 50 most influential people in the APAC digital industry" by The Drum (2018).

Chris received a bachelor's degree in electrical engineering from Taiwan University and a master's degree in industrial engineering from University of Michigan, Ann Arbor.

CHEN XIAODONG

VICE PRESIDENT OF ALIBABA GROUP, CEO OF INTIME



Chen Xiaodong joined Intime Group in 2007 and was appointed CEO of Intime Retail in 2009. Since then, Intime has achieved outstanding growth over many years.

In 2018, he was named a Vice President of Alibaba Group, as well as CEO of Intime, dedicated to leading Intime Retail's exploration of cutting-edge New Retail initiatives.

LIU BO

PRESIDENT, TMALL AND TAobao MARKETING & OPERATION DIVISION



More commonly known by Alibaba colleagues as “Jialuo,” he graduated with an EMBA degree from Hong Kong University.

Jialuo began his Alibaba career at Taobao in 2005. Since then, he has held numerous key positions, including the head of Taobao University and chief of staff for the Taobao CEO.

Jialuo assumed his current role in 2018 after overseeing the marketing strategy for Taobao in 2017.

ALVIN LIU

GENERAL MANAGER, TMALL IMPORT & EXPORT

Alvin Liu joined Alibaba Group in early 2015 as General Manager of Tmall Import & Export in Alibaba Group and is dedicated to helping global merchants enter the Chinese market.

Alvin joined Alibaba with nearly 20 years of experience in globally focused retail management. He served as Vice President of Goodbaby Group from 2013 to 2015. He was named Vice President of Media Markt (a unit of Metro) and was in charge of purchasing from 2012 to 2013. He joined Suning Appliances in 2007 and was in charge of mobile phones, white & black appliances and key customer departments for five years.

Alvin was a senior executive at Haier from 1998 to 2007. He has a Bachelor’s degree in foreign trade from Nanjing University of Science and Technology and an EMBA degree from the University of International Business and Economics.

