



Mr. Kevin Yeung

Associate Director at HKU ICB

Mr Kevin Yeung is currently the Associate Director of the HKU ICB. Besides academic management, he teaches Brand Strategy, Intelligent Marketing and Marketing Communications in Mainland China. Mr Yeung's experience and research interests focus on AI in marketing, experience management and brand leadership. In recent years, he has been frequently invited to Hong Kong and the Mainland to provide internal training for major companies such as Belle Group, Estee Lauder, Watsons, etc. He has also provided consulting services for many large enterprises and government agencies before joining the HKU ICB, including Jusco, Bossini, Sun Hung Kai, Hongkong Post Office, Light Railway, South China Sports Association, etc.

Before joining HKU ICB, Mr. Yeung taught in the Department of Marketing and International Business at Lingnan University for ten years, teaching subjects such as advertising, public relations and research methods. During that time, he provided consultancy services to many large corporations and government agencies, including Jusco, Bossini, Sun Hung Kai, Hongkong Post, Light Railway and South China Sports Association, etc.

He was also involved in the image renovation of the Bank of Communication's Shanghai head office and the promotion of the Hong Kong branch's corporate identity project. He was also in charge of the first and second "Mooncake for the Community" direct sales programme at The Community Chest of Hong Kong, which was so popular that it is still held annually. Mr. Yeung also worked for PCCW, one of the top five telecommunications companies in Hong Kong, specialising in business customer retention.