



## Skills

Business Operations  
Business Development  
Startups  
Manage PR & Channel Marketing  
Direct & Channel Sales Management  
Product Management & Development

Application Engineering  
OEM Support & Customer Service  
Knowledge Management  
Training, Coaching  
Mediation, Negotiation

Digital & Mobile Marketing  
E-Commerce  
SEM, SEO, Analytics  
Cloud Computing  
Web & Portal Development  
Apps Development

隨心  
隨意  
隨性  
隨緣

## Profiles:

hk.linkedin.com/in/kfcheng  
www.facebook.com/kfcheng.hk

## Employment

### Learning



F.7  
Science



H Dip  
Electronic  
Engineering



Dip  
Computing  
Studies

1976

1982

1986

1990

1992

1997

2003

2004



BSc  
Communication  
Technology



MSc  
E-Commerce \*



MSc  
Knowledge  
Management

2006

2007

2008

2009

2011

2012

## Career

### Technical, Cust Service

### Cust Service & Technical Management

#### Marketing

#### Direct Sales

#### Senior Management

### Tech Mngt & OEM

#### Channel Sales

### OEM

#### Channel Sales

#### Business Dev

#### Senior Management

7+ years

19+ years

13+ years

15+ years

## Industries

- Computer Hardware
- Computer Software
- Consumer Electronics
- Graphics, Printing
- Packaging
- Manufacturing

## Market

### Taiwan

### Philippines

### China

### Taiwan

### Philippines

### Singapore

Hong Kong 30+ years

25+ years

12+ years

5+ years

2+ years

## Philosophy

Management as a facilitator  
– Encouragement & empowerment for achievements  
Trust & integrity as a foundation  
Team & collaboration as an approach  
Preparation for change as an attitude  
Open, fair, listen & care as a behavior  
Life-long learning for organization & individuals as a practice  
Adoption of suitable technologies as an aid

## Recent Learning

### 2012

- Business Coaching
- NLP for Business

### 2011

- Digital & Mobile Marketing
- SEM, SEO
- Cloud Computing
- SharePoint 2010
- iPhone / Android Apps Dev
- Facebook Apps Dev

- E-Commerce
- Mediation

\* Start-ups

\* Stopped after 50% completed