

# SUNNY WONG

Director, Rise Counselling Services Ltd.



**Sunny Wong** is the director of Rise Counselling Service Ltd. He is an adjunct professor of Hong Kong Baptist University, Hang Seng University of Hong Kong and Professor of Practice with the Hong Kong Polytechnic University. He was the Executive Director of Tibet Water Resources, a listed company on the Hong Kong Stock Exchange, from December 2014 to May 2019. From September 2011 to March 2014, he was Chairman of Carlsberg Greater China.

Apart from the role as Chairman and CEO of Carlsberg Greater China during the period from 2006 to 2014, Sunny was also the chief of the M & A team of the company. He set the strategic plans for Carlsberg's long-term development in Greater China and led a team from identifying potential merge & acquisition targets, closing of deals to post-acquisition activities. The team had since 2002 successfully acquired 59 breweries (and also 2 listed companies and 3 bottle manufacturing plants) in twelve provinces in China and increased the production plants from 1 to 60, with a total workforce up to 15,000.

The strategic expansion of the company's international brand family including the rejuvenation of its flagship brand Carlsberg and launching of the group's premium brand Tuborg and super premium brand Kronenbourg 1664 turned the company into one of the most successful foreign brewers with the strongest premium product portfolio. Through the repositioning of over 12 acquired local provincial brands with the establishment of cohesive cross-cultural workforce, his management team successfully led Greater China to achieve breakeven in 2005 and generate profit in 2006. With the continuous emphasis on humanity and commitment to fully contribute to the local community through the "strengthening of acquired local brands", "zero downsizing" and "zero wages reduction" as well as the full application of servant leadership and effective stakeholders' management, Carlsberg Greater China had become the most profitable business unit within the Carlsberg family since 2014. The solid foundation being established by Sunny's leadership from 2002 to 2014 had also led to the achievement of annual net revenue of RMB10 billion for Carlsberg China in 2020.

Sunny has a strong and successful background of more than 35 years' experience in the FMCG industry of which 30 years were in the Greater China market. Throughout the above-mentioned periods, he was working for top international companies including R.J. Reynolds, Sanyo, Carlsberg and Bass Brewers.

Sunny graduated from Hong Kong Baptist College (now Hong Kong Baptist University) in 1978, major in business management and received MBA (full time) degree from University of Bath, UK in 2001. Sunny is also the Chairman of the Alumni Committee of HKBU Foundation and adviser to Lingnan University, Top-up degree programmes of Sheffield Hallam University and SHAPE of VTC. He is currently teaching "Marketing Management in China" at Hong Kong PolyU and providing training services to various business institutions of China and Hong Kong. He is one of the recipients of the distinguished alumni award of Hong Kong Baptist University for 2017.