

## SUNNY WONG 王克勤



王克勤 (Sunny Wong) 乃香港浸會大學特邀教授。他於 2014 至 2019 年擔任香港上市公司，西藏水資源有限公司執行董事；2006 至 2011 年擔任嘉士伯啤酒大中華區總裁，後升任為主席，至 2014 年。

1987 年加入嘉士伯啤酒廠香港有限公司，擔任港澳地區銷售經理，在市場只有兩家本地生產及直銷的啤酒公司 (嘉士伯啤酒廠及市場占有率達 70% 的生力啤酒)，而平均價格高於生力啤酒 30% 情況下，帶領銷售團隊，將公司產品市場占有率由 7% 於七年內增加至 21%。

於加入嘉士伯啤酒公司後，他亦續步開發公司在中國沿海市場，至 1995 年，全職轉至中國市場。2000 年代初期，王克勤協助丹麥總部，制定大中華區，以嘉士伯及中國民族品牌為基礎的多品牌發展戰略，確立中國西部發展大方針，並親自帶領專業團隊，在目標市場執行戰略發展細節。

在堅持恪守向政府承諾之“做大做強本地品牌”，“不裁員”，及“不減薪”的原則下，憑團隊高度協作，自 2002 年至 2014 年，於八個省和自治區，兼並收購了 59 家啤酒廠，1 家上司公司及 3 家玻璃瓶廠，員工增至 15,000 人。在強力推動發展戰略的同時，他帶領的團隊，亦將長年虧損的中國市場，於 2006 年扭虧為盈，為 2020 年淨銷售收入超人民幣 100 億目標，奠下鞏固基礎。

王克勤於 1978 年畢業於香港浸會學院 (現為香港浸會大學)，主修工商管理；於 2001 年，取得英國巴斯大學 (Bath University) 碩士學位。隨著日益增多的企業教練委任，他於 2020 年創立飛翔輔導及培訓中心，在商界及大學推介啟發企業高效發展的僕人領導力及向企業高管提供各類型培訓。

除擔任國內外企業高管教練及培訓師外，他目前為香港浸會大學基金會之校友委員會主席，亦為多間大學商學院僱問。

王克勤亦為香港恒生大學之特邀教授。

**Sunny Wong** was the Executive Director of Tibet Water Resources 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. 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 in twelve provinces in China and increased the production plants from 1 to 60, with a total workforce up to 15,000. Through the successful development of individual strategies and team building across all the operations, the acquired local brands held either number 1 or 2 market share position in their provinces and had strong distribution network. Sunny also led the cross-cultural commercial teams to significantly improve the business of Carlsberg's international brands in China through the launch of Carlsberg Chill in 2006 and development of platforms for Tuborg before its commercial launch in early 2010's. The successful execution of the various projects of both the local and international brands made Great China the most profitable market within the Carlsberg family since 2014. The sales of total Carlsberg brand in China in 2014 were about 7 times of that in 2006. This made Carlsberg the 2<sup>nd</sup> largest brand in the international premium segment in the China beer market.

Sunny has a strong and successful background of more than 35 years' experience in the FMCG industry and has more than 30 years' experience in the Greater China beverage market and was working for top international beer companies including 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. Since 2009, Sunny has been actively delivering talks on various topics of leadership to the government and business institutions, universities and secondary schools in China, Hong Kong and Taiwan. On top of being the adjunct professor of the Business School of Hong Kong Baptist University (HKBU), Hang Seng University of Hong Kong and Feng Jia University of Taiwan, Sunny is also the Chairman of the Alumni Committee of HKBU Foundation and advisor to the business school of HKBU and Lingnan University. Sunny is one of the recipients of the distinguished alumni award of HKBU for 2017.