
Curriculum Vitae

LAM Tak Ming, Eric (Dr)

Program Director, Institute for Enterprise, PolyU

Specialist, HK Council for Accreditation of Academic & vocational Qualifications

Advisor and Specialist: Green Supply Chain Association Guangdong Province

Work Integrated Education Manager, Faculty of Business, PolyU

Dr. Lam was an experienced business professional and successful serial entrepreneur with 20 more year in business development, marketing, management, consultancy and business start-ups. His extended business exposures and international connections were developed through working in global enterprises in the countries of Canada, US, Japan, Taiwan, Hong Kong and China. Dr Lam took up the jobs of IBM and NEC just after graduated from the university in the main responsibilities of business development and marketing strategies. After that, Dr Lam was appointed by a Hong Kong based company working in Canada and in the main responsibilities for setting up the new office and marketing development. Dr Lam left the company and came back to Hong Kong to set up his own business in providing the technology based marketing solutions for corporations mainly in Hong Kong, China and Asia for the clients of HSBC, Coca-cola, AXA, BMW, McDonald, IKEA and 3M, etc. Later on, his company was acquired by an investor in a good price. After company exit, he could release more time and energy for the social innovation projects and matching funding for youngster business start-ups. In the recently years, he works in the Hong Kong Polytechnic University and takes up the entrepreneurship projects, international business competitions, MBA programs and executive training in Hong Kong and China. He teaches mainly the postgraduate programs and executive training in covering the areas of Entrepreneurship, Innovations, Strategic Management, Sustainability and Social Entrepreneurship. Dr Lam integrated his business insights into a book called “First Bucket of Gold in China” and was published in 2013 by Pearson. Another forthcoming book is called “Making Strategies Work” will be published in 2019.

林博士是一位经验丰富的商业管理人员及企业家，他拥有超过20年的企业实战经验，业务拓展和创业的经历。他广泛涉足并曾长期服务于加拿大、美国、日本、台湾、香港和中国内地不同行业的跨国公司。林博士大学毕业后立即加入IBM及NEC等国际大机构负责业务拓展及市场战略。这段时间他长驻北京及东京有3年多时间。后来林博士获得一家香港资本公司聘请在加拿大拓展新公司及市场，这是个挑战亦为日后创业打好基础。后来林博士回港创业，成立一间科技及市场营销公司为客户提供创新市场营销的解决方案，市场拓展到国内及东南亚地区。客户包括汇丰银行(HSBC)，可口可乐(Coca Cola)，安盛保险(AXA)，宝马(BMW)，麦当劳(McDonld)，宜家(IKEA)及3M等客户。直到最近公司已达到一定的规模而林博士希望寻求人生的更大意义。其后将公司售与其他股东及投资者并将时间及精力投放于社会创新及青年人身上。这几年，他在香港理工大学主要负责青年学生创业培训及行政人员课程发展。在教学上，他主要博士硕士课程和培训行政人员，其教学的范围包括创业学，创意领导力，可持续发展及行政人员战略管理等。林博士最近将创业的经验编写成一本实用的工具书”First Bucket of Gold in China”。林博士用很多时间去培养年青人创业，除了负责相关的讲座及论坛外林博士亦会亲自带领MBA及本科学生参与世界各地的主要国际商业及创业比赛。在学术研究方面林博士特别有兴趣在社会企业方面，现正开发社会企业的认证标准及细则将会应用于中国内地，希望能够将社会企业推广于中国城市。

A. Industrial Experiences:

Managing Director, Talent Tower (HK) Business Consultancy
CEO, H&E Cyber Marketing & Consultancy Ltd
Business Manager, Contrad Canada Inc
Project Controller, Hong Kong Telephone Co. Ltd
Project Coordinator, NEC Hong Kong Limited
Marketing Executive, IBM

B. Education:

DBA in Management and MIS – Southern Cross University of Australia
MSc in Environmental Management – University of Hong Kong
MSc in E-commerce and Internet Computing – University of Hong Kong
MBA in General Management – University of Macau
BEng in Electronic Engineering – The Chinese University of Hong Kong

C. Professional Membership:

Member of the Institute of Electrical and Electronics Engineer
Member of the Institute of Electrical Engineer

D. Book Publication:

- **First Bucket of Gold in China** (1st print, November 2013)
- **Making Strategies Work** (1st print, estimated 2019)

E. List of Taught Postgraduate Subjects:

- MM534 Entrepreneurship (MBA-HK)
- MM539 International Management (MBA-HK)
- MM5349 创业学 (MBA-China)
- MM533 Organization Management & Strategy (MSc-HK)
- MM5317 行政人员战略管理 (MBA-China)
- MM5061 Leadership Development Program (MBA-HK)
- MM511 Managing Organizations and People (MSc-HK)
- MM543 E-Business Strategy (MSc-HK)
- MM5802 E-Marketing (MBA-HK)
- MM544 E-Commerce (MBA-HK)
- MM5423 管理信息系统 (MBA-China)
- MM5329 管理政策与策略 (MBA-China)
- MM5763 市场营销管理 (MBA-China)
- MM5932 Investigation Report (MBA-HK)
- MM5932 调研报告 (MBA-China)
- COMP5331 Web Advertising and Web Publishing (MSc-HK)

F. List of Delivered Executive Training Topics:

- Entrepreneurial Thinking and Mindset
- Technology Entrepreneurship and Start-up ventures
- Social Enterprise Implementation
- Sustainability Strategy and Management
- Big Data and Business Transformation
- Internet of Things (IoT) Today and Future
- O2O Strategies and Start-up
- Design Thinking Workshop
- 可持续发展的战略与管理
- 中国企业的国际化战略
- 商业模式从创意到盈利工作坊
- 从哈佛大学学到的战略管理思维
- 麦肯锡思维: 问题分析与解决技巧
- 物联网(IOT)的今天与未来

G. List of Delivered Training Topics for Universities:

- 商业模式从创意到盈利工作坊
- Goal Setting and Career Planning
- Internationalization Strategies of Chinese Enterprises
- Food and Water PolyU YES
- Future Cities and Urban IoT
- Entrepreneurship Innovation
- Design Thinking Workshop
- 校企合作与成果为本教学经验分享
- Life and Career Planning
- 课外学习: 服务学习的推行与挑战
- 校企合作的模式与服务学习
- Business Culture and Effective Communication in China
- 香港理工大学的创新创业教育
- 校企合作项目实训经验分享
- 未来智慧城市与物联网
- Food Branding and Marketing
- 国际创新创业大趋势
- 目标规划工作坊