

Barry HUNG

Barry is an industry professional who uses his international business management experiences to train undergraduate university students to be job-ready. Before joining education sector, Barry has been working in different positions in general management, sales & marketing, distributor management, key account management and trade marketing in renowned global organizations. These solid sales and marketing experience are transferable to the educational sector.



Qualifications

Postgraduate Diploma: Digital and Social Media Marketing
University of Hong Kong SPACE
Award Date: 1 Jul 2018

Postgraduate Diploma: Marketing
University of Hong Kong SPACE
Award Date: 1 Jul 2017

Master, The University of Strathclyde
Award Date: 1 Jul 2003

Employment

Lecturer I

Department of Management, Marketing and Information Systems
Hong Kong Baptist University
4 Sept 2023 → present

Lecturer

Business & Administration
Hong Kong Metropolitan University
27 Aug 2018 - 3 Sept 2023

Business Development Director
EP MARKETING
Jan 2017 to Aug 2018

Vice President Sales, APAC
OUTPAC DESIGNS LIMITED _ PACSAFE
Jul 2015 to Oct 2016

General Manager, China; Area Sales Manager, APAC
THULE ORGANIZATION SOLUTIONS ASIA PACIFIC LIMITED
Jun 2010 to Jan 2015

Merchandising Manager
WRIGLEY HONG KONG LIMITED
July 2007 to Feb 2010

Regional Sales Training Manager, South East Asia
WRIGLEY ASIA PACIFIC LIMITED
Jan 2006 to Jun 2007

Channel Development Manager
UNILEVER HONG KONG LTD
Feb 2004 to Nov 2005

Business Manager
COLGATE-PALMOLIVE (HK) LTD
July 2002 to Jan 2004

Business Development Manager – Nutritional Category, Assistant Sales Manager – Catering
GLAXOSIMITHKLINE LIMITED
Jun 1999 to Jun 2002

Assistant Sales Manager – Retail Chains, Account Executive – Direct Sales
SAN MIGUEL BREWERY HONG KONG LIMITED
Jul 1995 to May 1999

Publication

Wang, H., Zheng, L. J., Xu, X. B., Hung, T. H. (2022). Impact of Financial Digitalization on Organizational Performance: A Look at the Dark Side. *Journal of Global Information Management (A in ABDC)*. Accepted.

Conference Presentation

Hung, T. H. (2021) Gamification: A practitioner's case in building brands. Paper accepted for presentation at Hong Kong Metropolitan University, Hong Kong.