

Rhoda Chan is a veteran marketer with nearly 20 years of marketing experiences at multinational organizations in finance and telecommunication industry, namely Standard Chartered Bank, AIA Company Limited, PCCW Limited and Cable & Wireless HKT Limited etc. She had rich experiences in customer acquisition, retention, brand management, as well as new product/service development. With her growing passion in philanthropy, she had later switched her focus of career development in the corporate social responsibility (CSR) area and finally the charity sector at the Hong Kong Jockey Club.

During her last tenure at Standard Chartered Bank, Rhoda was the Head of Brand and Sponsorship Management in Hong Kong. She enforced the globally aligned branding policy, formulated branding strategies and offered branding advice to business functions to ensure consistent branding image, highest marketing synergy and maximized branding exposure for the Bank. She supported the operation of the country Branding Committee and drove the Group's development of the global brand promise "Here for good" in Hong Kong. She steered local adaptation, regional alignment and spearheaded development of local mass advertising campaign. She also drove the growth and development of the Bank's CSR and sustainability projects internally and externally, which aligned with the Brand promise and the Bank's sustainability agenda. By taking CSR as the brand differentiator among competitors, Rhoda had successfully enhanced the Bank's reputation and profile and maximized its returns of community investment.

She was also responsible for managing the Bank's Community Foundations and worked closely with different NGOs to fund impactful projects. She led PR and event management of the projects and created varied opportunities for the Bank to deepen and broaden its relationship with key stakeholders. The successful community initiatives under her leadership included the Standard Chartered Hong Kong Marathon, Arts in the Park Mardi Gras and the Bank's global fundraising initiative - Seeing is Believing etc. The signature project - Standard Chartered Hong Kong Marathon had not only cultivated the great passion for running from all walks of life and became the largest participatory sporting event in HK, but it also uplifted the Bank's corporate image, helped strengthened its relationship with key stakeholders and generated significant amount of donations to designated NGOs. With her success in the community and marketing projects, Rhoda had been awarded the Marketer of the Year and the Distinguished Marketing Leadership Award under the HKMA/TVB Awards for Marketing Excellence in 2010, and won over 20 different kinds of community/marketing awards for the Bank.

Before her early retirement for her family, Rhoda was the Head of Charities in the Hong Kong Jockey Club responsible for the grant making management, and early development of the heritage revitalization project "Tai Kwun" regarding its governance structure and operational model. Over her service period, Rhoda had involved in handling over hundred of charity donation projects for addressing different social and community needs, which she needed to work closely with government, NGOs and various community partners in wide spectrum of sectors especially in sports, arts, culture and heritage. She developed visions and charity strategy in her responsible ambit of charity themes, established key external stakeholder networks and domain knowledge pool, and provided professional recommendations to Trustees and top management to facilitate donation decision process and smooth operation of the Trust's funded projects. Apart from this, she had also involved in the Kau Sai Chau Public Golf Course management, backend service support and general administration of the department. She also worked closely with internal public affairs team on publicity activities and handled ad hoc crises relating to charity projects on PR front.

For academic qualification, Rhoda has a Master of Business and Administration with distinction honor at The University of Sheffield in UK after her graduation from the study of Company Secretaryship and Administration in The Hong Kong Polytechnic University. She also has a Master of Social Science in Behavioral health at The University of Hong Kong with distinction honor.