

# JENNY TUNG

**Email:** jennytung@hotmail.com  
**Mobile:** +852 91938881

**Address:** 32A, Block 3, Seaview Crescent,  
Tung Chung, Hong Kong

## **KEY SKILLS AND COMPETENCIES**

- Results driven, with a strong record of problem solving and initiative-taking in management and in product innovation.
- Strategic marketing strengths, with broad technical grasp and collaborative working style
- Proven range of leadership qualities with experience managing teams with varied cultural and professional backgrounds
- Understanding of emerging (e.g., China and Southeast Asia) and mature markets (e.g., Hong Kong, Taiwan, Singapore)
- Extensive experience and skills in strategic partnership development and liaison in commercial, academic and government spheres (e.g., China, Taiwan, Singapore, Malaysia)
- External liaison for MSF operations (MSF Medical Interventions in Nov 2019 MSF – Polytechnic University HK, Jan ~ Nov 2020/ Mar ~ May 2023 COVID 19 Intervention in HK)

## **EXPERIENCE AND ACHIEVEMENTS**

### ***Médecins Sans Frontières (MSF) Hong Kong***

#### **Executive Director of MSF HK (Sep 2020 ~ Present)**

Key roles and responsibilities:

- Lead the Executive office and Management team of MSF HK & Family, accountable for MSF HK Board, to drive the evolution of MSF HK & Family (including offices in China, Taiwan, and Singapore; Region of Southeast and East Asia Pacific)
- Develop and lead the implementation of the strategic vision for MSF HK & Family in support of / enabling the MSF social mission. This includes General office administration (Finance, Risk and Compliance, IT, Office HR, Communication & Influence, and Fundraising) and Regional Functions (Field HR recruitment, Analysis and Operations Support) that.
- Oversee MSF local COVID-19 response medical project in Hong Kong
- Represent MSFHK and Family within MSF Movement, to external stakeholders (general public, academic and institution, and authorities), and liaise with government agencies and regulatory bodies for new entity setup and registration.
- Launched and supervise regional analysis department to conduct geopolitical/ contextual analysis, risk monitoring and mitigation for both institutions and missions in the region.

### ***Médecins Sans Frontières (MSF) Australia, Hong Kong and Japan***

#### **Regional Director of Southeast & East Asia and Pacific (SEEAP) (Nov 2019 ~ Sep 2020)**

Key roles and responsibilities:

- Led MSF SEEAP team to explore and exploit regional development opportunities in five pre-determined areas: Advocacy & Influence, Operations Support, Field Worker Recruitment, Fundraising and Regional Association communication
- Gave account to SEEAP Governance Board and Steering Committee
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- Conducted internal (gap analysis and resource mapping) and external (risk assessment) analysis for Indonesia, Malaysia, Thailand and Philippines.
- Liaised with government agencies and regulatory bodies for new entity setup and registration
- Represented SEEAP Project in MSF movement to related platforms and stakeholders.

### ***Médecins Sans Frontières (MSF) Hong Kong***

#### **Interim Executive Director of MSF HK (Jan 2019 ~ March 2019)**

Key roles and responsibilities:

- Led MSFHK management team (including China, Taiwan, Singapore and Southeast Asia) for 2020 Annual planning and 4 years Financial budget planning process
- Supervised MSFHK management team on daily routine activity and decision making.
- Gave account to MSF HK Board,
- Represented MSFHK in local community and in MSF global movement

#### **Director of Development and Fundraising of MSF HK (2013 Aug ~ Oct 2019)**

Key roles and responsibilities:

- Led MSFHK FR team and formed part of MSF HK management team, reporting directly to the Executive Director and Board.
- Developed and drove fundraising and public engagement strategy for MSF HK, including for the new entities in Asia Pacific (Taiwan, Singapore), with full P&L responsibility. Income growth from HK\$230M in 2013 to HK\$520M in 2018.
- Conducted market research and risk assessment analysis for potential markets in Asia Pacific. Formed part of SEEAP Market Assessment Committee
- Liaised with government agencies and regulatory bodies for new entity setup and registration
- Represented MSF HK in MSF movement fundraising and development related dossiers. Part of International Geographic Diversification Committee (2015-2017)
- Led MSF Taiwan and MSF Singapore branch offices' operation.

#### **Elected Member of MSF Global Fundraising Platform (DirFUND) (2016 Mar ~ Oct 2019)**

Key roles and responsibilities:

- Developed MSF global fundraising policy framework and guideline
- Reviewed and amended MSF global fundraising practice policy, gift acceptance policy, new market investment proposal and MSF global financial positioning.

### ***Experian HK Ltd***

#### **Asia Pacific Telemarketing Campaign Executive (Project Based)**

Hong Kong (2013 May ~2013 Aug)

Developed telemarketing campaign for China, Hong Kong and South East Asia markets in both property and retail segments for visitor/traffic analysis (B2B solution)

## ***Elsevier – Health Sciences***

### **Asia Pacific e-Medical Communication (Pharma) Director**

Hong Kong (2012 Jan ~2013 Feb)

Lead the transformation from traditional publishing to digital marketing medical information provider in Asia Pacific (8 countries).

- Developed and implemented APAC medical Communication Strategy.
- Achieved 76% growth in eRevenue and improved ePenetration from 8% out of total portfolio to 15% in 2012.

### **Regional (Greater China) Medical Communication (Pharma) Director**

Shanghai (2005 Sep ~2011 Dec)

Lead 50 full time employees working from Beijing, Shanghai, Hong Kong and Taiwan; managed USD 8 million business revenue with full divisional P&L responsibility.

- Grew revenue by 66% CACG and profit by 60% CACG between 2005 and 2011.
- Rolled out largescale (500~3000 pax.) regional and national medical conferences in China and Hong Kong between 2007~2011.

## ***MoneyGram International***

### **Regional Manager (China)**

Shanghai (2003 Jun ~ 2005 Aug)

Maintained and developed strategic partnership with three major state banks establishing the money remittance network in China Mainland. Launched 14 remittance flagships in 12 provinces, trained up more than 5000 frontline operators, increased remittance centers from 15 to 1,300 in 18 months.

## ***Elsevier – Health Sciences***

### **Sales and Marketing Manager, North Asia**

Hong Kong (2000 May ~ 2002 Dec)

Responsible for US\$1.5 million business from China, Hong Kong, Taiwan and Korea. Key business activities included strategic publishing and creative writing for pharmaceutical companies.

## ***OAG WorldWide***

### **Sales Executive**

Hong Kong (1998 Jun ~ 2000 Apr)

Responsible for key account relationship management, upgrade flight & hotel information, magazine subscription from print to digital and running loyalty programs with partners (Asia Miles and American Express).

## ***BHP Steel***

### **Management Trainee & Sales Executive**

Hong Kong (1996 Apr ~ 1998 Feb)

Finished Products department sales executive, responsible for Hong Kong and China markets, handling daily sales inquiry and order processing.

**Other Experience:**

Part Time Lecturer for HKU SPACE Institute of China Business on “Global Leadership” and “eCommerce & eMarketing” in 2016

**LANGUAGES:** Cantonese and Mandarin Chinese, English.

**EDUCATION**

- 1996, University of Heriott Watt (UK), Master of Business Administration
- 1993, The University of Auckland (NZ), Bachelor of Commerce
- 1990, The University of Auckland, Bachelor of Science

**NATIONALITY:** New Zealand citizenship

**REFERENCES**

- Ms. Meinie Nicolai, General Director, Médecins Sans Frontières Operational Centre Brussels – OCB (meinie.nicolai@brussels.msf.org)
- Dr. Kenneth Chan, Former President, Médecins Sans Frontières Hong Kong (kennethchan76@hotmail.com)