



## Brian A. Wong

**Founder of the Alibaba Global Leadership Academy**

*"Alibaba's story is about how businesses can succeed by focusing on serving the good"*

Brian A. Wong during his 16-year tenure contributed to the globalization efforts of the Alibaba Group. He established the Alibaba Global Initiatives (AGI) division. Presently he serves as Founder and Chairman of RADII, an independent digital media platform dedicated to understanding and sharing vibrant stories about Chinese youth culture.

### TOPICS:

- The TAO of Alibaba's Management Principles
- A Business and Economic Development Model
- Digital Economy Transformation
- Entrepreneurship
- Disrupting Conventional Business and Creating New Opportunities
- Financial Markets and Investing

### LANGUAGES:

He presents in English.

### PUBLICATIONS:

**2022** The Tao of Alibaba (Listed on Thinkers50 Best New Management Booklist)

### IN DETAIL:

In Brian's role as Alibaba Group Vice President, Brian's led the creation and management of a series of international programs for the Alibaba Business School focused on governments and entrepreneurs to demonstrate how ecommerce can promote inclusive development in emerging markets. During his tenure with the firm, Brian served as the Special Assistant to the Chairman for international affairs, the Executive Director of the Alibaba Global Leadership Academy, and led Alibaba.com's global sales, marketing, and business development operations in Asia, Europe and the US. He was selected as a Young Global Leader by the World Economic Forum in 2015.

### WHAT HE OFFERS YOU:

Brian explains how Alibaba's unique culture and "tai chi" management principles are providing a business and economic development model for the rest of the world. The lessons he shares in The Tao of Alibaba publication will serve as timeless tools for any entrepreneur seeking to configure their organisation toward purpose and impact.

### HOW HE PRESENTS:

Wong distils his nearly two decades of experience inside the company to show audiences the pursuit of greater purpose and meaning, steering entrepreneurs to view their ventures as a vehicle for having profound and lasting impacts on their communities.