

Krizia Li

As Founder and CEO of Vermillion Lifestyle, a B2B and B2C e-commerce platform showcasing Asian luxury lifestyle brands to the world, Krizia has a background in audit at KPMG, investment banking at Merrill Lynch, and strategy consulting at McKinsey & Company, and has worked in Hong Kong, Shanghai, Beijing, Singapore, Bangkok, Jakarta and Ho Chi Minh, across Hospitality, Consumer & Retail and Technology, Media & Telecommunications industries. Most recently, she led Marketing and Omni-Channel teams at DFS Group, Marriott International, and McDonald's Greater China. Krizia holds an MA (Hons) in Philosophy, Politics + Economics from the Oxford University and an MBA from Harvard Business School. She is based in Hong Kong.

