

## **Prof. Royce Yuen, JP**

Prof. Royce Yuen is the author of *“Decoding Branding – A Complete Guide to Building and Revamping Brands in the Age of Disruption”*. A hybrid marketing professional with a strong presence across the commercial, academic and public sectors, Royce is synonymous with "Branding" in Hong Kong.



Royce co-founded MaLogic, with the mission to support enterprises to remain competitive and seize new business opportunities in this rapidly changing business environment by leveraging brand strategies, research insights, and big data analytics.

Previously, he was the Chairman of Ogilvy Southern China and the Chairman of the HK4As, the trade association of the advertising industry in Hong Kong.

Royce was a Council Member of The HK Trade Development Council (2009 – 2015) and The HK Academy for Performing Arts (2010 – 2016). He is currently an advisor for Our Hong Kong Foundation.

He is a Professor of Practice and has been lecturing post-graduate programs across Mainland China and Hong Kong for over two decades, during which more than 10,000 students have attended his classes. In addition, Royce has conducted numerous executive training programs for both government and commercial organizations.

Royce received the PolyU Outstanding Alumni Award in 2009 and was conferred Honorary University Fellowship by its alma mater in 2015. He was also appointed Justice of The Peace by the HKSAR in 2010. In recognizing his contributions to the marketing field, the Hong Kong Institute of Marketing (HKIM) awarded him the Marketer Scholar Award and Honorary Fellowship in 2019. In addition, Royce was inducted into the inaugural Hall of Fame of HKIM during its 40th-anniversary celebration in 2022.

He is a frequent speaker at major international conferences and has hosted several TV and radio programs to promote management as a liberal art.