

Curriculum Vitae

Dr Celine HO

Professor of Practice (Marketing)
MSc in Marketing Management - Deputy Programme Director
Department of Management & Marketing, Faculty of Business
The Hong Kong Polytechnic University
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ACADEMIC QUALIFICATIONS

Doctor of Business Administration, Faculty of Business, The Hong Kong Polytechnic University
(Honourable Mention of DBA Thesis)

Bachelor of Social Sciences (Economics), The University of Hong Kong

IMD Switzerland – CLP Power Hong Kong Executive Digital Programme

INSEAD France – Swire Group Advanced Management Programme

Tsing Hwa University – Swire Group Executive Management Programme

United World College of the Adriatic in Italy

ACADEMIC AND TEACHING EXPERIENCE

Professor of Practice (Marketing), The Hong Kong Polytechnic University

Deputy Programme Director - MSc in Marketing Management

Assistant Director of Asian Centre for Branding and Marketing (ACBM)

MANAGEMENT EXPERIENCE

Deputy Director - Customer and Brand Promise, CLP Power (HK) Ltd

Deputy Director - Customer Experience Management, CLP Power (HK) Ltd

Head of Strategic Marketing, Consumer Banking, Standard Chartered Bank HK

Manager Marketing Communications, Cathay Pacific Airways & Dragonair

Manager Communications & Market Development, Asia Miles & Marco Polo Club

Manager Advertising & Marketing Services, Cathay Pacific Airways

PR Manager, Cathay Pacific Airways

Assistant to Country Manager - the Philippines, Cathay Pacific Airways

Management Trainee, Cathay Pacific Airways

PROFESSIONAL AND PUBLIC SERVICES

2019 - Present Board member of The Society for the Aid and Rehabilitation of Drug Abusers (SARDA)

2023 - Present Co-opted Member of Information and Research Committee, HK Council on Smoking & Health (COSH)

2019 - Present Honorary Advisor of HK Advertisers Association (HK2A)

2017 - 2023 Appointed by HKSAR Government to join the CreateSmart Initiative Vetting Committee under Create HK of Culture, Sports and Tourism Bureau

2015 - 2020 Re-appointed by HKSAR Government to join the Media and Communications Training Board of HK Vocational Training Council (VTC)

2015 - 2019 Board member of the TV Appreciation Index Committee chaired by RTHK

2013 - 2019	Vice-Chairman of HK Advertisers Association (HK2A)
2008 – 2010	Advisory Committee on Enhancing Self-Reliance Through District Partnership Programme under Home Affairs Department
2008 – 2010	Committee member of HK Council on Smoking & Health
2007 – 2011	Chairman of HK Advertisers Association (HK2A)
2007 – 2012	Appointed by HKSAR Government to join the Mass Communications Training Board of HK Vocational Training Council (VTC)
2007 – 2009	Board member of the TV Appreciation Index Committee chaired by RTHK