

## Head Consultant Profile:

### DR. SANDY CHONG PhD (Info.Systems) BCom (Marketing)(Hons)



Sandy Chong is an accomplished lecturer and a leading researcher with over twelve years experience in marketing and information systems management. She conducts research in the area of Global Marketing Communication, E-Business Strategies, International Marketing & Branding, Industrial & Innovation Marketing, Environmental & Corporate Social Responsibility Marketing, Business Process Management, Innovation Adoption, Change Management, Supply Market Intelligence, Public-Private Contracting Policy & Governance, Strategic Alliance, and Cross-Cultural studies. She trains in both large and small organisations and her research appears in information systems, marketing, supply management, global business management and wine journals. Her industry experience includes strategic marketing management in the international credit card sector, advertising, consultancy and quantitative market research. She is an active participant in industry-linked research projects and is the **Industry Chair** of the WA Business Process Management Roundtable for Community of Practice since 2005. A member of the **Marketing Association of Australia (MAA)**, **Australian Computer Society (ACS)**, and **Green Marketer Association (GMA)**, she is currently involved and leading in a number of national- and international- level project teams for privately-owned and governmental organisations.

#### Specialties:

- Corporate Communications Strategies
- Online & Innovative Business Development
- Change Management Strategies
- Cross-cultural & Global Communications
- Public Procurement, Supply Market Intelligence, Supply Chain Management
- Corporate Strategies for Partnership, Mergers & Acquisitions
- Sustainability & Corporate Social Responsibility

#### Training Areas:

- Consultancy Practice
- International Branding & Intellectual Property
- Global Marketing Communication
- Strategic Marketing
- Change Management
- Electronic and Internet Marketing
- International Channel Distribution

张依玲博士拥有十二年的市场营销和信息系统管理经验，是业界当中的杰出培训专家及首席研究人才。张博士的研究领域包括：企业与全球通信、电子商务、创新采用、业务流程管理、变更管理战略、企业社会责任营销、供应市场情报、信息科技采购、组织间关系管理以及跨文化研究。张博士是BankWest銀行赞助之电子商务单位以及西澳大利亚州创业中心之产业相关研究项目当中的活跃成员。她曾任西澳业务流程管理的产业圆桌会议主席、澳大利亚葡萄酒业的业务流程管理研讨会协调人，以及中国商会中小型企业电子商务的演讲嘉宾。张博士的专业方针在于提供解决方案、创造力及专业奉献精神。她的专业目标是以最先进、相关的有效商业战略帮助公司企业创新和成长。

#### 专长项目：

- 企业通信战略
- 联机及创新业务发展
- 变革管理战略
- 跨文化与全球通信
- 政府调配、供应市场情报和供应链管理
- 企业合伙战略以及并购
- 可持续发展与企业社会责任

#### 培训领域包括：

- 谘询实践
- 国际营销与知识产权
- 全球整合性营销传播
- 策略营销
- 变革管理之通讯策略
- 电子及网络营销



Verity Consulting Pte Ltd  
Co Reg No: 200905621R  
3, Coleman Street. #03-29, Peninsula Hotel  
Singapore 179804  
Tel: +65 83377178 (SIN) +61 402211373 (AUS)

[Dr.SandyChong@gmail.com](mailto:Dr.SandyChong@gmail.com)