



## Name

Tang King Sum, Kevin

## Current Placement

Brand Manager of Greater China Oral Care (Toothbrush), Procter & Gamble Hong Kong Limited

## Qualification

Master of Science (Electronic Commerce), University of Hong Kong

Bachelor of Engineering (Information Engineering), University of Hong Kong

## Procter & Gamble Hong Kong Limited

What attracted me to work for Procter & Gamble Hong Kong (P&G) was its core culture which states 'Build from within'. Another thing that I treasure is the company's working environment which I would describe as 'Unity in diversity'. Every manager in P&G is very experienced and has a thorough understanding of the organisation. Although everyone in P&G is very different, we are able to work very well together.

For me, P&G is one of the best brand-building companies around. The P&G Marketing University equipped me with world-class marketing skill sets and experience that is recognised globally. With P&G, I get a global exposure as well as numerous chances to connect and work with regional brand managers from over 30 countries including Austria, the United States and Singapore.

I started out in P&G as an Assistant Brand Manager in 2004. Along the way, I was given the opportunity to work with the company's various brands and products which gave

me a greater understanding on managing a huge and successful business. My recent promotion as the Greater China Toothbrush Brand Manager and subsequent relocation to Guangzhou provided me with a chance to be up close to a fast growing China.

I am currently responsible for the toothbrush business in Greater China which includes China, Hong Kong and Taiwan. As the Design Brand Manager, I am responsible for the product and commercial innovation pipeline development for Greater China. In addition, I am also the Delivery Brand Manager for China and in charge of the 'Go-to-market' strategy formulation which includes media maximisation and in-store development.

I am very happy with my career and have high expectations of my future in P&G. Looking ahead, my goal is simple and direct. I enjoy working in P&G very much and would like to continue my lifelong career in general management with the company.