

SONY

Sony Corporation of Hong Kong Limited

I was attracted to work for Sony Corporation of Hong Kong Limited because of its innovative and energetic corporate culture which really appealed to me. The working environment here is very lively, and everyone is full of energy. The best part is that we can celebrate our success and go through the difficulties together.

I have been working here for 13 years. This company provides me with an excellent opportunity to develop my marketing skills. The most rewarding part of my job is self actualisation. I am proud to be able to create various marketing campaigns, activities and events which, on one hand, delight our customers, and on the other, achieve our business goals. From a personal point of view, I am an ardent admirer of the brand.

As the Department Manager of Marketing Management of Sony product groups, I am responsible for defining brand parameters, its objectives, competition and positioning; formulating and implementing brand strategies, product development, pricing strategies, advertising and other form of communications, promotions and sponsorships; and developing the sales and advertising & promotion budget.

Besides that, I am also tasked with coordinating the marketing information system; providing market analysis with retail raw data and/or independent market research; developing a marketing strategy with analysis findings; exploring opportunities for business expansion, such as line extension, new market, etc; and formulating and executing new product launches, and product re-launch programs.

Throughout my years with the company, I have learnt to enjoy the good times and deal with the bad times that come with this job. I have also learnt the importance of teamwork; that there is no such thing as a perfect individual but there can be a perfect team. Without a good team, no one can succeed in business. Looking ahead, my dream is to own or create a brand that will be highly appreciated by the world.



Name

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Current Placement

Department Manager,
Digital Imaging & Mobile
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Qualification

Master of Business Administration,
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Bachelor of Arts (Hons), Degree in
Marketing, Hong Kong Polytechnic
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