



Toa Charm

Founder and Chairperson

Business Intelligence Special Interest Division of Hong Kong Computer Society

Doctor of Business Administration (candidate), M.A., B. Sc., CBIP (TDWI)

Mr. Toa Charm has over 20 years of management, marketing, consulting and executive education experience. Currently, Mr. Charm is working for IBM as Associate Partner in the Global Business Services division responsible for BI and Analytics consulting services in Greater China. Before joining IBM, Mr. Charm had held a number of management positions in a number of world-leading enterprises. He was the Regional Head of Business Intelligence Competency Centre of HSBC Asia Pacific, General Manager of Business Intelligence of Oracle Greater China, General Manager of Kingdee Asia Pacific, and Managing Director of Hyperion Greater China.

Mr. Charm has in-depth practical and research experience on the Business Intelligence field. He is the Founder and Chairperson of Business Intelligence Special Interest Division of Hong Kong Computer Society. He was one of the few BI professionals in Greater China awarded by The Data Warehousing Institute (TDWI) in the US as a Certified Business Intelligence Professional (CBIP). Mr. Charm is also a columnist in MIS Asia and Hong Kong Computer World where he regularly shares his BI experience with the readers of these two leading IT executives' media in Asia Pacific. In addition, he is an External Examiner for Business Intelligence Postgraduate Diploma by the University of Hong Kong SPACE. Mr. Charm is currently pursuing a Doctor of Business Administration degree and his research focus is the impact of Business Intelligence on enterprise performance and agility.

Mr. Charm often shares his experience with senior executives through international conferences and executive education on strategic management, marketing, information management, innovation, etc. He has been organizing and conducting a number of senior executive training for University of Hong Kong, Hong Kong Polytechnic University, Fudan University in Shanghai, University of Macau in Macao, University of Canberra in Australia, Hong Kong Cyberport, Hong Kong Trade Development Council, Hong Kong Baptist University, Open University of Hong Kong and so on. Mr. Charm is actively serving the communities in Hong Kong, Macao and mainland China. He sits in the advisory boards of a number of universities and professional associations including the University of Hong Kong – Information Systems Association, Hong Kong Baptist University – School of Business, Hong Kong Polytechnic University – Department of Computing, the University of Macau - Future Studies and Placement Center, and Hong Kong Computer Society - IT Policy Committee. He was also an appointed advisor for the China-Trade Board of the Hong Kong Trade Development Council from 2004-2008.

Mr. Charm is currently pursuing a Doctor's degree in Business Administration. He possesses a Master's degree in Business Administration and Bachelor's degree in Computer Science. He completed a number of high-quality senior management and leadership training offered by Harvard Business School, UC-Berkeley Haas School of Business, China-Europe International Business School (CEIBS) in Shanghai and Fudan University in Shanghai.



湛家扬先生 (Mr. Toa Charm)

香港电脑学会商业智能分会创始人兼主席
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湛家扬先生拥有超过 20 年的管理、营销、咨询及培训的经验。他目前是 IBM 全球商业服务副合伙人，负责大中国区的商业智能和分析领域 (Business Intelligence and Analytics)。在加入 IBM 之前，湛家扬先生曾经在大中国区和亚太地区的数家顶尖跨国公司和中国企业服务过。他曾担任汇丰银行(HSBC)亚太区商业智能中心主管，甲骨文(Oracle)大中国区商业智能总经理，金蝶(Kingdee)国际软件亚太区总经理以及海波龙(Hyperion)大中国区董事总经理。

湛先生在商业智能领域上拥有丰富的实践和研究经验。他是香港电脑学会商业智能分会的创始人和主席。他被美国数据仓库研究所(TDWI)授予注册商业智能专业资格，同时他还作为香港大学商业智能研究生课程外聘考官。湛先生现在正在攻读工商管理博士学位，研究主题是商业智能对企业绩效和敏捷度的影响。

湛先生通过主管级培训以及高峰会议和大中国区及亚太地区商业领袖们分享他对企业战略、管理、信息科技的商业应用、营销、创新及商业技能的经验。他曾经在香港大学，香港理工大学，复旦大学，澳门大学，堪培拉大学(澳大利亚)，香港数码港，香港贸发局等学院和协会进行过诸多场主管培训。同时，湛先生积极服务于香港，澳门和内地的中国社区。他担任数所大学和专业协会的顾问，其中包括香港大学信息系统学会，香港浸会大学商学院，香港理工大学计算机学院，澳门大学升学和就职中心以及香港电脑学会资讯科技委员会。另外，湛先生还在 2004-2008 年间担任香港贸发局中国贸易委员会顾问一职。

湛先生现在正在香港城市大学攻读工商管理博士学位，他拥有美国爱荷华大学工商管理硕士学位和美国明尼苏达州立大学计算机科学学士学位。同时，他还完成了诸多高端的主管级培训，其中来自包括哈佛商学院(Harvard)，加州大学伯克利分校哈斯商学院(UC-Berkeley)，中欧国际工商学院和复旦大学。