

SHARON GAI

Director of Global Key Accounts in the Tmall Overseas team, Enabling Global Brands to Leverage Alibaba's Overseas E-commerce Platforms

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Topics

- Artificial Intelligence
- Asia
- China
- Digital
- Future
- Marketing

Sharon Gai is a China-born Canadian who has had 10+ years in ecommerce, digital marketing and branding. Immigrating at a young age to a new country where she did not speak the local language has trained her skills of adaptability and resilience as well as sparking her inner creativity where she is able to connect to both the East and the West.

A Global Shaper in the China chapter of the World Economic Forum, Sharon has an Honors Bachelor's degree in International Development from McGill and a Masters in Information Management from Columbia University.

She started her career in e-commerce at a Fortune 500 systems integrator, enabling SMB's to conveniently order computer hardware online. Sharon Gai was then selected to be a part of the Alibaba Global Leadership Academy, a brainchild program of Jack Ma with a 0.3% acceptance rate, that hired global leaders to globalize Alibaba's internal business groups.

In her tenure at Tmall, China's largest ecommerce platform, she has advised large to emerging internet-viral brands in crafting their digital marketing and online e-commerce strategy in China. She has served as the Head of Global Key Accounts in Tmall providing thought leadership in omnichannel strategies for Xiaomi, Adidas, AS Watson, P&G and H&M.

Sharon Gai has been the keynote speaker in 100 ecommerce and retail conferences such as Shoptalk, Ecomworld, Etail, and Ecommerce Asia with over 40,000 attendees as well as the presenter to governments and heads of states on the developments of the tech industry in China.

She has appeared on CCTV, Techcrunch, Retail Asia, The Next Web, and the Singularity University and enjoys sharing with the world the latest trends from China. She is co-authoring a book on how to enter the Chinese market that is due to be released in Aug 2022.