

SmarTone Welcomes Ms. Judy Lam as its New Marketing & Product Director

(Hong Kong, 12 June 2023) SmarTone is delighted to welcome Ms. Judy Lam as its new Marketing & Product Director.

In her new role at SmarTone, Ms. Lam is responsible for driving the business of consumer mobile products including pre-paid and post-paid mobile plans, roaming, Birdie and other value-added services through integrated marketing, digital and e-commerce, and customer relationship development.

Prior to joining SmarTone, Ms. Lam spent more than 20 years holding various leadership roles at New World Development, K11 Concepts Limited, Standard Chartered Bank, and Bain & Company. She brings with her a wealth of experience in retail, operations, customer relationship management, analytics and corporate strategy.

Ms. Lam said, "I am pleased to join SmarTone as Marketing & Product Director. Customer-centricity is a core value of SmarTone and it is also the key attribute of my past success. I am committed to shaping and transforming our retail business going forward, as we continue to differentiate ourselves in the highly competitive telecommunications market by providing the best customer experience."

Ms. Lam holds a Master of Business Administration degree from INSEAD and a Bachelor of Arts degree in Economics from Harvard University.

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Photo Caption



SmarTone's new Marketing & Product Director Ms. Judy Lam