Royce Yuen
Executive Director
FANCL

Dr. Royce Yuen is the Executive Director of FANCL, responsible for leading its global strategic planning and brand development.

Dr. Yuen has over 20 years of brand-building and marketing management experiences in Hong Kong, China and overseas. He was the Chairman of Ogilvy Hong Kong (2003-2010), a leading communications group that offers integrated marketing communications solutions. Under his leadership, the agency was named the "Agency of the Year" by both Campaign Brief Asia and The Marketing Magazine in the past few years. It had also clinched major honours in the EFFIE Advertising Effectiveness Award for five consecutive years. Dr. Yuen was also the Chairman of The Association of Accredited Advertising Agencies of Hong Kong (HK4As) from 2005 to 2010.

In 2007, Dr. Yuen was awarded the "Hong Kong Top 10 CEO Award" co-organized by Metro Radio Hong Kong and the Zonta Club of Hong Kong. He was also the recipient of The Hong Kong Polytechnic University's the "Outstanding Alumni Award" in 2009.

Dr. Yuen is also an unwavering supporter of community services. Besides being a council member of the Hong Kong Trade Development Council (HKTDC), he has also been a key member of the advisory boards for numerous not-for-profit and government bodies, including Commerce and Economic Development Bureau of the HKSAR as well as the Hong Kong Academy for Performing Arts. Dr. Yuen is also a frequent speaker at marketing conferences and has been invited by HKTDC, InvestHK, as well as the Intellectual Property Department of the HKSAR to promote Hong Kong's creative sector by delivering talks in various overseas conferences.

In addition, Dr. Yuen is also actively involved in the education field. He has taught marketing management at a post-graduate level at the Hong Kong Baptist University, Hong Kong Polytechnic University as well as Fudan University in Mainland China for over 10 years. At present, he is the Visiting Associate

Professor and the Vice-Chairman of the Career Advisory Committee at The University of Hong Kong. He also serves as a committee member for the Education Bureau as well as the Continuing Education Fund of the HKSAR.

During his personal time, Dr. Yuen is a regular columnist for several renowned financial publications. He was also invited by Hong Kong ATV to host a TV programme on branding, which enabled him to share his experience with the mass audience.