



Tony Tai
General Manager
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Tony Tai is General Manager of IBM China/Hong Kong Limited, overseeing IBM's business operations and strategic development in Hong Kong, and leading the company to create new value to assist clients to transform and capitalize on the emerging growth opportunities in China and the region.

Prior to assuming his current role in April 2011, Tony was General Manager for IBM East and Central China, responsible for the company's operation in Shanghai and six provinces in East and Central China for over five years. During his tenure, he played a pivotal role in building a strong and thriving business for IBM in these provinces, expanding IBM's footprint with new branch offices while building a strong pool of talents to support IBM's growth in the future.

Before that, Tony was Director of Marketing for IBM Greater China Group from 2001 to 2005, based in Beijing. Tony was IBM's first Chief Marketing Officer in Greater China, establishing an integrated marketing function in the region and spearheading a reinvention of the function in



alignment with IBM's transformation into a high-value, client-centric services and solutions company.

Tony joined IBM Hong Kong as a Data Processing Business Assistant in April 1980. In 1991, Tony was elected to the Management Acceleration Program in the Asia Pacific headquarters, serving as Administrative Assistant to the Senior Vice President of Finance and Planning, and General Manager of the Asia Pacific Solutions Organization.

Tony obtained a B.Sc. degree in Electrical Engineering in 1977 and an MBA degree in 1979, both from The University of Hong Kong.