



Horace Chow
General Manager
Microsoft Hong Kong Limited

As general manager for Microsoft Hong Kong Limited, Horace Chow oversees overall strategy, business operations and outreach for the company in Hong Kong. He leads an executive team responsible for Microsoft business in Hong Kong, including key customer organizations, business and marketing groups, and technical support and consultancy services.

Chow is a data management, business intelligence and enterprise mobility industry veteran. Prior to the appointment as general manager of Microsoft Hong Kong, Chow served as vice president and general manager of Database & Technology for SAP China. In that role, Chow was responsible for the overall strategic development and driving business performance for all SAP database offerings, including critical engagement with customers and partners.

Prior to SAP, Chow was the vice president for Asia Pacific and general manager for North Asia region at Sybase, where he was responsible for financial performance and market leadership in China, Hong Kong, Taiwan and Korea markets. Before Sybase, Chow was a manager in the IT Consulting Practice of KPMG Management Consulting.

Chow graduated in Computer Studies in The Hong Kong Polytechnic University. He also holds an Honors degree in Computer Science from the University of Portsmouth in the United Kingdom.