Andy Lam
Founder & CEO
A&A (Digital Business Consulting) Limited

It’s not every day that someone decides to change their career path from a well-established management executive to a risk-taking entrepreneur. Born in Hong Kong, Andy Lam earned his bachelor’s degree and masters in Civil Engineering and an MBA from Australia. After returning to Hong Kong with little network or connection, Lam found himself in the midst of a rapidly developing digital transformation.

Recognizing this development and its need to be addressed, Andy Lam founded his digital business consulting firm: A&A Limited. Since the founding of A&A, the digital transformation has continued to evolve rapidly and Lam’s company has played a crucial role in bridging the gap between technology and business. With so many consulting companies in the field, A&A stands out with Lam’s vision of what digital consultation should entail. Lam believes that it is not only about the final product, but also the journey that businesses must go through in order to incorporate new technology. His company takes on a balanced approach in terms of project undertaking—each project consisting of a creative, digital, and business consulting team.

A&A’s unique approach, driven by Lam’s leadership and vision, has helped countless companies to integrate and adopt the latest technological advancements. But going forward and further into the age of big data analytics and artificial intelligence, an important question to ask is “How to best use the existing technologies to transform the business model and help accelerate business growth and optimize operational procedure?” In response to this, Lam believes that A&A will continue to drive the digital transformation into the future by developing business use cases with creativity, a keen business sense, and technical know-how.