

## Core Speaker:

Founder and Managing Partner of InnoEdge Consulting  
Co-founder & Managing Partner of DesignThinkers Academy China  
Co-founder & Managing Partner of DesignThinkers Academy Hong Kong  
Chairman of the Hong Kong Innovation Management Institute  
Board Member of Global Innovation Management Institute  
DBA Candidate, City University of Hong Kong



David has more than 20 years of experience in consulting and training, specializing in Design Thinking, digital transformations, and innovation management across different sectors, including financial services, retail, hospitality, social sector, public services, travel, and cosmetics. He has managed over 50 business transformation projects in Hong Kong, China, and Asia, and has conducted over 500 training classes of Design Thinking and business innovation.

He was the Head of SGS Academy HK, Head of Enterprise Learning at Dun & Bradstreet Hong Kong, Head of Marketing at two of HK's leading cosmetics companies and Senior Consultant of Dale Carnegie Training.

He has 3 first-ever international publications about Design Thinking applications for Hong Kong enterprises in the world's most recognized management journal and textbook. He owned Hong Kong's first patent for "System & Method to forecast sales opportunities, customer values, and market potentials" in 2007.

### Professional Qualifications

- Certified Design Thinking Facilitator
- Certified Trainer, Global Innovation Management Institute
- Certified Innovation Professional (Level 4), Global Innovation Management Institute
- Certified Facilitator of Human Centered Design (HCD) Course, IDEO

### My international publication about Design Thinking

Chung, G., & Chung, D. (2018). WOW the Hospitality Customers: Transforming Innovation into Performance Through Design Thinking and Human Performance Technology. *Performance improvement (International Society for Performance Improvement)*, 57(2), 14-25. <https://doi.org/10.1002/pfi.21772>

Kan, S., Chung, D., & Chung, G. (2019). Customer Experience Transformation in the Aviation Industry: Business Strategy Realization through Design Thinking, Innovation Management, and HPT. *Performance improvement (International Society for Performance Improvement)*, 58(1), 13-30. <https://doi.org/10.1002/pfi.21823>

Stefaniak, J. (2019). Creating Unlimited Business Opportunities for an Insurance Sales Force Through Design Thinking (By Inno Man and David Chung). In (pp. 287-304). IGI Global. <https://doi.org/10.4018/978-1-7998-0054-5.ch015>