

SHARON GAI



Former Head of Global Key Accounts Alibaba

Sharon Gai held the position of Head of Global Key Accounts at Alibaba and served as General Manager at a billion-dollar ecommerce unicorn.

Throughout her career, she has provided guidance to brands and heads of state on developing their digital strategies, leveraging programmatic marketing and artificial intelligence. She is a bilingual and culture-lingual ecommerce professional with 10+ years of experience working in e-commerce, electronics and hardware in global Fortune 500 tech companies.

The China-born Canadian is a Global Shaper in the China chapter of the World Economic Forum, Sharon has an Honors Bachelor's degree in International Development from McGill and a Masters in Information Management from Columbia University.

She started her career in e-commerce at a Fortune 500 systems integrator, enabling SMB's to conveniently order computer hardware online. She was then selected to be a part of the Alibaba Global Leadership Academy, a brainchild program of Jack Ma with a 0.3% acceptance rate, that hired global leaders to globalize Alibaba's internal business groups.

In her tenure at Tmall, China's largest ecommerce platform, she has advised large to emerging internet-viral brands in crafting their digital marketing and online e-commerce strategy in China. She has served as the Head of Global Key Accounts in Tmall providing thought leadership in omnichannel strategies for Xiaomi, Adidas, AS Watson, P&G and H&M.

She has been the keynote speaker in 100 ecommerce and retail conferences such as Shoptalk, Ecomworld, Etail, and Ecommerce Asia with over 40,000 attendees as well as the presenter to governments and heads of states on the developments of the tech industry in China.

She has appeared on CCTV, Techcrunch, Retail Asia, The Next Web, and the Singularity University and enjoys sharing with the world the latest trends from China. She is co-authoring a book on how to enter the Chinese market that is due to be released in Aug 2022.

Topics (Selection):

- The Bleeding Edge of Ecommerce and Marketing in China
- How to boost sales via livestreaming
- The latest update on Ecommerce trend in China
- How SMEs Can Sell Cross Border into China
- Selling to China, the Largest Consumer Market in the World
- How livestreaming, VR and AI is changing ecommerce in China and around the world