

JAMES DONG

CHIEF EXECUTIVE OFFICER, LAZADA THAILAND AND LAZADA VIETNAM



James Dong is the Chief Executive Officer of Lazada Vietnam and Lazada Thailand. He joined Lazada in June 2018 as the CEO of Lazada Thailand and was appointed CEO of Lazada Vietnam a year later, in addition to his existing role.

James drives Lazada's eCommerce globalisation strategy and portfolio management and also manages Group-level collaboration between Alibaba and its top 10 global partners.

Prior to joining Lazada, he was the Head of Globalisation Strategy and Corporate Development for Alibaba Group, and was Business Assistant to Group Chief Executive Officer, Daniel Zhang.

James built his career in consulting, and was an Associate Partner (Digital Practice) at McKinsey & Company before moving to Alibaba. He received his MBA from Cambridge University.