

## **JAMES DONG**

### **CHIEF EXECUTIVE OFFICER, LAZADA THAILAND**



James Dong is the Chief Executive Officer of Lazada Thailand.

James joined Lazada in June 2018 as the CEO of Lazada Thailand, where he also led the launch of a new social commerce platform Youpik.

Prior to joining Lazada, he was Head of Globalisation Strategy and Corporate Development at Alibaba Group and Business Assistant to Group Chief Executive Officer, Daniel Zhang. James drove the eCommerce globalisation strategy and portfolio management, including integration with Lazada. He also coordinated Alibaba Group-level collaboration with its top 10 global partners.

Before joining Alibaba Group, James was an Associate Partner at McKinsey's digital practice.

James graduated with an MBA degree from Cambridge University.