

WILLIAM XIONG
CHIEF LOGISTICS OFFICER, LAZADA GROUP



William Xiong was named Chief Logistics Officer of Lazada Group in April 2022, overseeing the logistics and supply chain services for the company. He also continues to serve as Cainiao's Chief Strategy Officer and General Manager for Europe and SEA, responsible for strategic planning, global expansion and supply chain innovation.

William has more than 20 years experience in strategy development and business transformation in global logistics and supply chain, covering business portfolio planning, globalization, digital supply chain, innovation and business development. Before joining Cainiao, William worked in Accenture Strategy as Managing Director and Global Partner, leading the global logistics and supply chain practice in Greater China.

William graduated with a Bachelor of Engineering from Tsinghua University and MBA from Michigan State University