

DENISE LUO
HEAD OF LAZGLOBAL, LAZADA GROUP



Since Oct 2021, Denise is leading the cross-border business team to provide effective cross-border supply from China, Japan, Korea, etc. to Lazada Group, by empowering global brands and SMEs to quickly enter into SEA market.

After joining Alibaba Group in 2007, Denise was one of founders in Tmall and Double 11 Campaign and played a core role to help Taobao/Tmall's transformation from PC to wireless. She led varied category business in Tmall such as Fashion and FMCG.

Denise started her Lazada journey from May 2018, gained her leaderships and management experiences through Regional and Country management roles. Before leading LazGlobal business, Denise was COO of Lazada Indonesia, covering the overall commercial operations.

Denise graduated from Nankai University, and is pursuing a master's degree from the National University of Singapore.