

ALAN CHAN

CHIEF EXECUTIVE OFFICER, LAZADA MALAYSIA

CHIEF RISK OFFICER, LAZADA GROUP



Alan Chan is the Chief Executive Officer of Lazada Malaysia, and Chief Risk Officer of Lazada Group. His extensive background in strategy and analytics, enterprise risks, cybersecurity and governance, as well as years of eCommerce experience across the region, have enabled him to catalyse technological and business transformations for several organisations in Singapore, Malaysia, and China.

Alan's keen interest and passion for the digital marketplace, data science and marketing optimisation prompted him to take on management responsibilities in the Alibaba Group in 2016, focusing on marketplace policy formulation, data analytics and platform governance, prior to joining Lazada.

Alan is actively involved in academic collaborations and serves as advisor to the Asian startup community. He has also received an Honours Degree in Economics and Statistics from the National University of Singapore.