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20  
22

GREATER CHINA

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# Introduction

## 简介

Welcome to the 2022 Great Place to Work® Conference!

We're excited to have you join us for this dynamic event focused on the critical elements of Talent, Innovation, and Technology. Our conference will provide you with valuable insights and strategies to enhance your workplace culture and drive success.

Throughout the afternoon, we'll be exploring the latest trends and best practices in talent management, innovation, and technology. Our expert panelists and keynote speakers will provide valuable insights into attracting, retaining, and developing a high-performing workforce, fostering a culture of innovation, and leveraging technology to enhance workplace performance.

You'll have the opportunity to network with other industry leaders, exchange ideas, and gain valuable insights that will help you create a great place to work. Whether you're a CEO, HR professional, or manager, this event is designed to provide you with actionable strategies to improve your workplace culture and drive success.

We hope you enjoy the conference and take away valuable insights that will help you create a great place to work!

欢迎来到 2022 Great Place to Work® 大会!

很高兴您能加入我们，参加这个充满活力的活动，关注关键要素——人才、创新和技术。本次大会将为您提供建设性见解和策略，推动贵公司职场文化建设，助您获得成功。

整个下午，我们将探讨人才管理、创新和技术方面的最新趋势和最佳实践。我们的专家小组成员和主旨发言人将发表建设性见解，分析如何吸引、保留和培养高绩效人才，建设创新文化以及利用技术来提高工作场所绩效。

您将有机会与其他行业领导者沟通，交流想法，获得建设性见解，助您创建一个理想的工作场所。无论您是首席执行官，人力资源专业人员还是经理，本次大会旨在为您提供可行性策略，推动您的职场文化建设，助您获得成功。

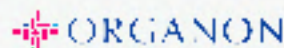
希望您能享受参与本次大会的过程，获得建设性见解，助您创建理想的工作场所！

# Conference agenda

## 会议议程

|        |  |
|--------|--|
| 1:30pm | Registration<br>注册   |
| 1:55pm | Event Starts<br>活动开始   |
| 2:00pm | Welcome Speech<br>by Jose Bezanilla, CEO Great Place to Work® Greater China<br>Great Place to Work® 大中华区首席执行官 Jose Bezanilla 发表欢迎致辞  |
| 2:10pm | 1st Keynote Speech<br>第一场主题演讲<br>Mr. Zafer Unluer, SVP Organon, Market Lead of Organon China<br>吴泽发 Zafer Unluer<br>欧加隆全球高级副总裁，中国区总裁   |
| 2:50pm | Interactive Session<br>"Knowing Me, Knowing You" by Team Building Asia<br>互动环节<br>亚洲团队建设活动“了解我，了解你”  |
| 3:15pm | Coffee Break<br>咖啡时光/茶歇  |
| 3:35pm | Panel Discussion<br>小组讨论<br>Mrs. Wei Lu, CEO of CDP<br>吕威女士现<br>任CDP集团CEO<br>Jose Bezanilla,<br>CEO of Great Place to Work® Greater China<br>白合嘉 先生<br>卓越职场大中华区首席执行官<br>Ms. Kitty Zhao, Sr. Director Greater China HR APAC Talent Management<br>赵隽艳 女士<br>百特医疗大中华区人力资源高级总监<br>及亚太区人才管理高级总监<br>Ms. Jean He<br>Vice President of Human Resources LVMH<br>何静 女士<br>路易威登中国 人力资源部门副总裁 |
| 4:15pm | 2nd Keynote Speech<br>第二场主题演讲<br>Ms. Judith Sun, Managing Director, Hugo Boss Greater China<br>孙珏<br>大中华区董事总经理   |
| 4:55pm | Closing<br>活动结尾  |
| 5:00pm | End of Conference / Pre-dinner Drink<br>会议结束/餐前酒会  |

# Panelists and Keynote Speakers



**Mr. Zafer Unluer**  
SVP Organon, Market Lead of Organon China

**吴泽发 Zafer Unluer**  
欧加隆全球高级副总裁，中国区总裁

Zafer Unluer is Senior Vice President and Market Lead of Organon China. As a member of Organon's Global Commercial Leadership team, he is responsible for leading China team to achieve broader patient access and develop new capabilities for the future.

Zafer brings more than 20 years of diverse commercial and leadership experience and global vision, always focusing on building high performing teams around an aspirational shared vision. He joined Organon in 2021 during its spin-off from MSD.

In his most recent role prior coming to China, he was the Head of Global Market Access & Trade Channels organization of Organon, he redesigned the organization for Global Market Access and develop new capabilities fit for Organon to enable review of new business development deals, expand access for existing assets.

Zafer commands a strong know-how knowledge of China market as well. Prior to joining Organon, he was the Head of Diabetes Business Unit & Strategic Account Management for MSD China between 2018 and 2021, where he led his teams to achieve significant growth in China.

Before his experience with MSD, he had held positions in finance, commercial operations, and consumer marketing with different multinational companies including The Coca Cola Company. Zafer Unluer has a civil engineering degree from Istanbul Technical University and an MBA from Koc University in Turkey. He currently lives in Shanghai with his family.

吴泽发 (Zafer Unluer) 是欧加隆全球高级副总裁、欧加隆中国区总裁。作为欧加隆全球商务领导团队成员，他领导欧加隆中国团队，推动中国业务快速发展，提升患者可及，实现卓越未来。

吴泽发拥有超过二十年丰富的商业及管理经验和全球视野，始终致力于建立高绩效团队，实现企业愿景。2021年，吴泽发在欧加隆自默沙东分拆独立的过程中加入欧加隆。

在回到中国担任现职前，吴泽发是欧加隆全球市场准入和贸易渠道部门负责人。他主导重新设计欧加隆全球市场准入组织架构，发展和提升了团队能力，更好地支持新业务发展项目，并扩大了现有产品组合的准入可及。

吴泽发对中国市场也同样拥有深厚理解。在加入欧加隆前，他于2018年至2021年间先后担任默沙东中国战略客户管理部及默沙东中国糖尿病事业部负责人职务，带领团队在中国取得重要增长和优异成绩。

在加入默沙东前，他曾在可口可乐公司等跨国公司的财务、商业运营和消费者市场营销等部门就职。

吴泽发拥有土耳其伊斯坦布尔技术大学(Istanbul Technical University)土木工程学位和土耳其科奇大学 (Koc University) MBA学位。目前，他与他的家人居住在上海。



**Mrs. Wei Lu**  
CEO of CDP

**吕威女士现任  
CDP集团CEO**

Ms. Wei Lu is the CEO of CDP Group. She has extensive HCM, consulting and HR workforce transformation experience in the U.S. and China. Before her career at CDP, Ms. Wei worked as senior management roles at various leading international companies such as Capgemini, Nortel, and Deloitte.

Ms. Wei spearheaded the evolution of the HCM industry in China by introducing the next generation SaaS+ business model which is cloud-based and fully integrated with value-added services.

**吕威女士现任CDP集团CEO。她在美国及中国拥有广泛的人力资本管理、咨询及人力资源劳动力转型经验，曾在凯捷咨询(Capgemini)、北电(Nortel)及德勤等多家领先国际公司担任高级职务。吕女士通过引入基于云并与增值服务完全集成的新一代SaaS+业务模式，引领中国人力资本管理行业的发展。**



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**Jose Bezanilla**  
CEO of Great Place to Work® Greater China

白合塞 先生  
卓越职场大中华区首席执行官

Jose Carlos Bezanilla is the CEO for Great Place to Work® Institute in Greater China. He has previously worked as the MD of the NW Region Great Place to Work® Mexico for five years.

Jose has been working in the area of Organizational Development Consulting and Leadership (Management) for over 20 years. He is Partner and was the Director of Business Development at Xenera Organizational Development. During his experience, he has achieved an outstanding performance as consultant, facilitator and coach in leadership development programs with top management in organizations of all kinds of industries. Jose has also worked in the banking industry for 10 years, leading regional and national projects for Banking Relations, Marketing, Promotion, and Sales and Service quality programme, at Banamex.

He taught Leadership and Creativity for 2 years at Iberoamericana (Jesuit) University. Jose is certified as a facilitator from Capta Organizational Development and Directo Consultants. Also certified for the management of organizational staff profiling tool DiSC, from Human Perspectives International and Inscape Publishing, in Miami, USA. He participated in the certification of Cohen Brown, in Outstanding Leadership for Sales and Proactive Banking Relations.

Jose's training experience has covered various areas such as Creativity, Sales, Human Relations, Leadership, Teamwork, Communication, Motivation, Decision Making, Creative Problem Solving and Business Vision, among other topics.

He has been a board member in various chambers and business organisations. He was President of the Mexican Chamber of Commerce in Hong Kong.

He is happily married with three children.

Jose Carlos Bezanilla 是 Great Place to Work® 大中华区首席执行官。曾任墨西哥西北地区 Great Place to Work® 董事长达五年。

Jose 在组织发展咨询和领导（管理）领域有超过 20 年的工作经验。他是合伙人，同时还曾担任 Xenera 组织发展部业务发展总监。过去，他作为领导力发展计划的顾问、推动者和领导者，在各行各业的组织中与高层管理人员一起取得了出色的业绩。Jose 先生还曾在银行业任职 10 年，作为 Banamex 的管理层，推进银行关系、市场营销、促销以及销售和服务质量计划的区域性和国家级项目。

他曾在伊比利亚美洲(耶稣会)大学 (Iberoamericana (Jesuit) University) 担任教师,为期两年，教授领导力和创造力课程。Jose 被认证为 Capta Organizational Development 和 Directo Consultants 的发展师。他还获得了来自美国迈阿密的 Human Perspectives International 和 Inscape Publishing 的组织人员分析工具 DiSC 的管理认证。他曾参与 Cohen Brown 的杰出领导销售和银行业务关系认证计划。

Jose 的培训经验涵盖了创造力、销售、人际关系、领导力、团队合作、沟通、动机、决策、创造性问题解决和业务愿景等各个领域。

他是各个商会和商业组织的董事会成员，曾经担任香港墨西哥商会会长。

Jose 拥有美满的婚姻，婚后育有三名子女。



**Baxter**

**Ms. Kitty Zhao**  
Sr. Director Greater China HR APAC Talent  
Management

**赵隽艳 女士**  
百特医疗大中华区人力资源高级总监  
及亚太区人才管理高级总监

Kitty Zhao is Senior Director Human Resources Greater China & APAC Management of Baxter.

Baxter is delivering our mission of saving and sustaining lives and creating a great workplace for our employees.

Under her leadership, Baxter Greater China has been listed as Best Workplaces™ in Greater China for 4 consecutive years and Best Workplaces for Women™ in Greater China, for 2 consecutive years, by Great Place to Work®.

Prior to Baxter, Kitty was Learning and Development of Danone China HR Center of Excellence. In addition, Kitty Zhao has abundant consulting experience as Greater China Partner and East China Human Capital Business General Manager of Mercer and worked for another two international famous consulting firms.

Kitty graduated from Shanghai Jiaotong University with MBA and Bachelor of Science Degree.

**赵隽艳女士现任百特医疗大中华区人力资源高级总监及亚太区人才管理高级总监**

**百特医疗致力于拯救并延续生命的使命，为每位员工打造最佳工作场所**

**在赵隽艳女士的领导下，百特大中华区连续4年荣获大中华区最佳职场及连续2年女性最佳职场**

**加入百特医疗前，赵隽艳女士曾担任达能中国人力资源卓越中心的学习和发展总监，她还拥有丰富的咨询行业经验，曾担任美世咨询华东区人力资本咨询业务总经理和大中华区合伙人，并服务过另两家全球知名的咨询公司**

**毕业于上海交通大学，获得工商管理硕士和理学士学位**



**Ms. Jean He**  
Vice President of Human Resources LVMH

**何静 女士**  
**路易威登中国 人力资源部门副总裁**

Jean He currently serves as the Vice President of Human Resources at Louis Vuitton.

She began her career at British American Tobacco as a management trainee in human resources in 1997. Later she joined Colgate Palmolive as Compensation and Benefits Manager in Greater China, progressed to Human Resources Management role for the Asia Pacific Region, and moved to New York taking various International Human Resources Management positions in Headquarters. After 10 years in FMCG industry, she moved back to China and started working for Prada in 2007 as Head of Human Resources, and eventually elevated to Regional Human Resource Director for Asia Pacific and Senior Vice President of Human Resources for North America. In 2018 she moved back Hong Kong to join Richmond as Regional Director of Human Resources

**何静女士目前在LV担任人力资源部门副总裁。**

**她于1997年在英美烟草公司开始其职业生涯，担任人力资源部门的管理培训生。后来何女士加入高露洁棕榄公司，担任大中华区的薪酬和福利经理，升任亚太地区的人力资源管理职务，并转到纽约，在总部担任各种国际人力资源管理职务。在快速消费品行业工作10年后，她回到中国，于2007年开始为Prada工作，担任人力资源主管，并最终升任亚太区人力资源总监和北美地区人力资源高级副总裁。2018年，她搬回香港，加入Richmont担任区域人力资源总监。**





## HUGO BOSS

**Ms. Judith Sun, Managing Director**  
Hugo Boss Greater China

**孙珏**  
**大中华区董事总经理**

Judith Sun joined Hugo Boss in October 2021, serving as the Managing Director, Greater China. During the last one and half years, Judith has focused on leading the entire Greater China team to execute the HUGO BOSS "CLAIM 5" brand transformation strategy implementation at the local level. Despite the COVID disruption in China during 2022, Judith and her team achieved brand health KPI with enhanced Omni-channel operation capabilities, and made Hugo Boss GC business development above the market average level in 2022. Judith and her team are also very proud that Hugo Boss Greater China is certified as "Best Workplaces™" by Great Place To Work® during a tough year like 2022.

Before joining Hugo Boss, Judith has worked for Swarovski as the Managing Director for Greater China for 4 years since Nov 2017. She has teamed up with Swarovski headquarter to lead the entire team in participating in the initiative of "Win in China" & "Ecommerce Boost".

Under her leadership, all functional departments have reached a sound consensus and developed a long-term strategy for the company, laid a solid foundation for the future business development in China. During Judith's tenure Swarovski Greater China B2C business has hit its historical high sales revenue and profits.

Before joining Swarovski, she worked for Levi's China as the General Manager, Franchise Business from 2013. She re-formulated the franchise business development strategies and completed Key Account integrations to improve the business operation efficiency. Leading the entire team of sales, operations, planning, visual merchandising and store development, Judith and her teams achieved sustainable growth for Levi's China's franchise business over the years. Judith Sun devoted most of her career to adidas, where she had specialized in business development and marketing for more than 10 years.

The last position she held at Adidas was Sales Director, responsible for the formulation and implementation of the development strategies for key regional accounts with a nearly 30% share of the total business. In addition, Judith once worked in Danone Foods, a leading French group in the FMCG industry, where she was responsible for trade marketing and sales management of key accounts.

Judith Sun holds an EMBA degree (in collaboration with the Fudan University) from the Olin School of Business at the University of Washington in St. Louis.

**Judith Sun 于 2021 年 10 月加入 Hugo Boss，担任大中华区董事总经理。**  
**在过去一年半的时间里，Judith 致力于领导整个大中华区团队在地方层面实施 HUGO BOSS "CLAIM 5" 品牌转型战略。尽管 2022 年在中国的业务一度受到新冠肺炎疫情的影响，Judith 及其团队通过提高全渠道运营能力达成了品牌健康度 KPI，并使 2022 年 Hugo Boss GC 业务的发展超过了市场平均水平。在 2022 年如此艰难的一年里，Hugo Boss 大中华区依然能被 Great Place To Work® 认证为“最佳工作场所™”，Judith 及其团队为此感到非常自豪。**

在加入 Hugo Boss 之前，Judith 自 2017 年 11 月起担任施华洛世奇大中华区董事总经理长达 4 年。她与施华洛世奇总部一起，带领整个团队参加“赢在中国”和“电子商务助推”的倡议。

在她的领导下，各职能部门达成了良好的共识，为公司制定了长期战略，为施华洛世奇未来在中国的业务发展奠定了坚实的基础。在 Judith 任职期间，施华洛世奇大中华区 B2C 业务的销售收入和利润创下了历史新高。

在加入施华洛世奇之前，Judith 自 2013 年起在 Levi's 中国担任特许经营业务总经理。Judith 在任职期间重新制定了特许经营业务发展策略，完成了大客户整合，从而提高业务运营效率。Judith 及其团队领导整个销售、运营、规划、视觉营销和店铺开发团队，促使 Levi's 中国特许经营业务连续多年实现可持续增长。Judith Sun 将职业生涯的大部分时间都贡献给了阿迪达斯，在业务开发和营销领域有超过 10 年的经验。

Judith 在阿迪达斯担任的最后一个职位为销售总监，负责制定和实施关键区域客户的发展战略，占总业务近 30% 的份额。此外，Judith 还曾在法国快速消费品行业的领导企业 Danone Foods 工作，负责贸易营销和大客户的销售管理。

Judith Sun 拥有圣路易斯华盛顿大学奥林商学院的 EMBA 学位（与复旦大学合作办学）。



鞋 | 类 | 护 | 理



杀 | 虫 | 驱 | 蚊

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空 | 气 | 清 | 新

生 | 活 | 方 | 式 | 新 | 品 | 类

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秉持“普惠金融服务大众”的企业理念，公司致力于提供普惠金融服务，赋能个人及企业参与全球经济并繁荣发展。PayPal贝宝力求帮助个人用户和企业用户在全球任何地点、任何时间、使用任何设备都能轻松实现资金管理。

目前，全球范围内超过4亿消费者与商户正在使用PayPal贝宝的服务，在世界各地开展电子商务和实体贸易。通过技术创新与战略合作，PayPal贝宝为资金管理和移动创造了更好的途径，为人们转账、付款或收款提供更多灵活选择。PayPal贝宝支付平台遍及全球200多个国家和地区，支持用户接收100多种货币付款，56种货币提现，以及在PayPal贝宝账户中持有25种不同货币的余额。2022年，PayPal贝宝全年交易规模达1.36万亿美元，同比增长9%。

PayPal贝宝在2022年财富500强排名中位列第143位，并于2022年《财富》杂志“全球最受赞赏公司”排名中跻身第49位。

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PayPal China贝宝中国着力于深耕中国市场，加速本地化，与国内各大金融机构、技术平台建立了战略合作伙伴关系。凭借母公司在全球跨境支付、风险管控、技术创新和商业模式等多个领域20余年的宝贵实践经验和领先优势，PayPal China贝宝中国持续赋能中国企业和中小商家，通过提供合规、安全、可靠、便捷的支付产品和全链条解决方案，实现中国企业及中小商家与PayPal贝宝全球逾4亿消费者和商户互联互通，助力他们在新一轮数字经济浪潮中拓展全球商机并获取成功。



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**Perfetti Van Melle Confectionery (China) Co., Ltd.  
不凡帝范梅勒糖果（中国）有限公司**

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- 全球员工近46,000人
- 2021年销售额逾194亿美元

- 在34个国家和地区设有生产设施
- 1994年进入中国市场
- 在北京、南京和天津等地拥有4家生产机构



## 婴幼儿护理用品

好奇纸尿裤(好奇HUGGIES®)诞生于1970年,是全球知名的婴幼儿护理品牌。好奇纸尿裤从一个细节为宝宝考虑,为宝宝提供如妈妈抚触般的温柔呵护。在中国,好奇®HUGGIES®遵循同样的理念,致力于为中国宝宝们提供高品质的产品。

好奇,无惧怕而生

灵感,源于妈妈的爱护



## 女性护理用品

高洁丝®Kotex®品牌®200年诞生于美国,获一次性经期卫生护理产品被广泛接纳。诞生自年以来,高洁丝®帮助全球女性享受这款经期产品所带来的便利。秉持卓越的创新,高洁丝®以高品质的产品和贴心创意设计,不仅满足女性朋友的生理需求,更令每位女性在生活中倍感呵护和自信。



## 家庭生活用纸

Kleenex®舒洁®,来自全球知名卫生用品制造商金佰利公司,诞生于1924年,有种感觉是温柔体贴的,就像舒洁®面巾纸,柔软细腻的触感让心和家一起舒舒起来,带给你自己和家人温暖的关爱。



## 成人护理用品

诞生于1930年的Poise®葆姿,是金佰利旗下高品质女性经期护理品牌,2021年登陆中国市场。专为需求设计,全系列专业产品覆盖从轻度到中度不同层次需求,提供全方位漏液保护,瞬吸干爽,有效祛味,致力于为广大女性带去贴心呵护,守护生活每一美好时刻。

葆姿葆姿,尽享生活小怕潮。

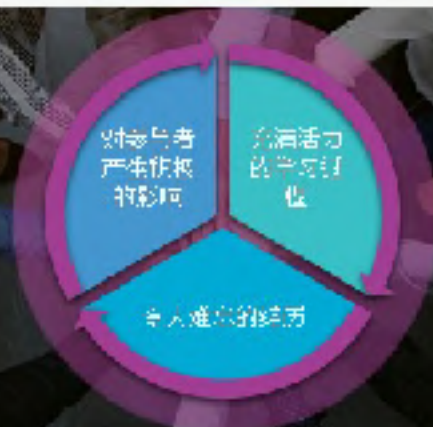


得伴®Depend®,全球成人失禁护理品牌,自1980年诞生之日起,始终秉持产品创新,研发出多款从轻度到中重度失禁的成人失禁护理产品,它提供的舒适、干爽防漏保护,为全球失禁人士及看护者带来福音。2007年,得伴®Depend®来到中国,用卓越品质真心呵护中国的消费者。

得伴®Depend®,让您自由享受美好生活。



亚洲团建  
TEAM  
BUILDING  
ASIA



振奋人心的团队建设活动，通过线上、线下两种方式，构建团队的能力素养

## 令人振奋的团建计划

Team Building Asia深知，选择团队建设活动就像一场冒险。活动必须给人带来难忘的体验，并通过引人入胜的引导来推动积极的学习过程。

我们花费了20多年的时间打磨这些技能，确保能为你提供积极的团体学习体验。



### 为你提供本地化的全球项目

作为由全球50家顶尖团队建设公司组成的Catalyst Global网络的一员，我们汇集了世界一流的专业知识，并将其本地化后投入香港、澳门和中国的市场。



### 经验丰富的多语言辅引服务

辅引师通过提问、拓展思维、维持高水平的参与度的方式，引导参与者们完成共同学习之旅。支持多种语言。



### 跨平台的体验式学习

我们的项目设计灵活，以支持各种各样的团队。通过这种方式，我们可以连通香港、澳门、中国及亚洲其他地区的现场、虚拟和混合型团队。

[www.teambuildingasia.cn](http://www.teambuildingasia.cn)

# 我们是谁？

自2002年以来，亚洲团队建设一直在创造令人难忘的体验，吸引观众并提供切实的学习。

我们拥有一流的团队建设活动，汇聚了全球50家合作伙伴的专业知识，经过本地化处理后投入香港、澳门和中国市场，为客户提供专家级、多语言的辅导服务。

在过去的18个月里，我们提供了250多项体验，参与人数超过14971人。

我们的客户可以作为参考，以下是我们最近合作过的一些满意的企业：



与我们联系并共同创造通过虚拟、面对面或混合的有效学习，以及引人入胜的团队体验。

## 联系我们：

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专业人士



学习与培训



工作与培训



全球网络



亚洲团队  
TEAM  
BUILDING  
ASIA



# Thank you!

## 谢谢!

Thank you for joining us at the 2022 Great Place to Work® Conference!  
We hope you found the event informative, engaging, and valuable to your work.

Our mission at Great Place to Work® is to empower organizations in creating inclusive workplace cultures that drive high performance and success. We are confident that the insights and strategies shared at this conference will be valuable resources for creating a great place to work in your organization.

We'd like to extend our gratitude to our keynote speakers, panelists, sponsors, supporting organizations and attendees for making this event a success. Your contributions have enriched the discussion and made the Talent, Innovation & Technology Conference possible.

We hope you found the conference to be an investment in your professional development, and we look forward to connecting with you in the future.

感谢您参加我们的 2022 Great Place to Work®会议！  
希望您能尽情感受此次会议活动的丰富内容和魅力，以及对您工作的巨大价值。

助力企业创造包容性的职场文化，实现高绩效和成功，是 Great Place to Work® 的使命。我们相信，在本次会议上分享的见解和战略将是宝贵的资源，可帮助贵公司创造一个良好的职场氛围。

感谢我们的主旨发言人、小组成员、赞助商、支持组织和与会者，是你们让本次活动取得圆满成功。您的参与让我们的讨论更加热烈，促使本次人才、创新与技术大会取得圆满成功。

参加此次会议将是对您职业发展的投资，期待与您再度相约。