

PROFESSIONAL CURRICULUM VITAE

First Name	Ma	Attach latest photograph 
Family Name/ Last Name	Rex	
Address	-	
Nationality/ Nationalities	Hong Kong, China	
Country of residence	Hong Kong, China	

Education, Professional Qualifications, Training and/or Memberships:

Rex received a Master's degree in Information Technology Management at Macquarie University(MGSM) in Australia in 1997.

Fellow Member of the Hong Computer Society

Senior Fellow of HKITDA

For more information, please refer to my website <http://rexma.hk>

or LinkedIn <https://www.linkedin.com/in/igen6er/>

Summary of Professional Experience

Rex, Co—Founder of iGen6 (<http://iGen6.com>): A Digi-Marcom innovator for online branding & smart communities, oversees the group’s strategic roadmap and planning of overall business development. Established in 2010, iGen6 has been formed to enable the clients’ business growth and promotion needs through Innovation Management & Digi-Marcom best practices such as O2O branding platform services, Digital PR & Marketing as well as Smart Estate project development.

Over the past ten years, Rex has focused on brand IP licensing and number conversion, leading companies and the industry have combined with new public relations, digital media solutions and document licensing experience to provide cross-border industrial research and research services to customers. He has participated in the marketing work of many famous brands, such as the Old Master's empowerment project of cartoon characters (2012-2016), the digitization of Li Xiaomi Museum (2013-2021), the cooperation of Van Gogh Grant in Asia, and various government programs and corporate brand flagship projects.

In recent years, the cultural industry has been offline and equipped with a number of new technologies, giving the literature industry more development and possible development paths, such as the previous digital supply and customer relationship management system to the present meta-cosmic system and big data analysis, etc. We look forward to becoming the first new and digital city newsletter to establish brand agreements for our stakeholders and create values for smart cities.

Mr. Ma has been selected as one of the "Top 2015 Asia 100s" in the famous Silicon Valley magazine "Red Herring". In the same year, he was awarded the "Hong Kong Internet of Things Award" award by the first GS1 Hong Kong and the Cyberport micro-fund (CCMF) and nurture company (CIP) status.

Languages (Indicate levels of proficiency)

Cantonese

Mandarin.

English

Notable accolades and accomplishments

Rex has established a huge and solid social network as well as people connection. He serves the community in the following leading roles currently, such as:

- President, Asia Pacific Creative Industries Association (2019-23)
- Chairperson, the 3rd Hong Kong Creative and Cultural Industries Award cum Forum 2018
- Vice President, Cyberport Startup Alumni Association (2019-21)
- Honorary Secretary, Hong Kong Federation of Design & Creative Industries Association (2019-21)
- Council Member, Hong Kong Innovative Technology Development Association

(2019-22)

- Advisor, Association of Small and Medium Enterprise in the Guangdong-Hong Kong-Macao Greater Bay Area
- Advisor, Youth Innovation Centre of Guangdong-Hong Kong-Macao Greater Bay Area
- Advisor, Guangzhou Nansha District Enterprise and Enterpriser Confederation
- Advisor, Faculty of Business, Chu Hai College of High Education
- Lecturer, School of Communication, The Hang Seng University of Hong Kong
- Industrial Fellow, Interdisciplinary Program Office, Hong Kong University of Science & Technology

In the past, Rex had also been

- Member, Design, Marketing & Licensing Services Advisory Committee, Hong Kong Trade Development Council (2013-17)
- Advisor, SME Consultative Committee, China Lighting & Power Holding (2015-21)
- Corporate Communication & PR Director, Hong Kong Computer Society Foundation
- Hon. Digital Advisor, Hong Kong Public Relations Professional Association (2014-18)
- Executive Director (External Affairs), Innovative Entrepreneur Association. (4 years)
- External Examiner, Multimedia & Internet Technology Programme of Vocational Training Council (4 years)
- Co-Chairperson, Innovation & Entrepreneurship Club, Hong Kong Computer Society
- Chairperson, ICT Committee of Lions Clubs International 303, Hong Kong & Macao, China (3 years)
- Subcommittee member - Promotion, Corporate Volunteering, HKSAR Social Welfare Department
- Past President (2011-12), Lions Clubs of Hong Kong (Pacific)
- Senator, Junior Chamber International
- Speakers in other professional associations e.g. Hong Kong Institute of Certified Professional Accountants, Hong Kong Society for China Accountants & Auditors, and Hong Kong Computer Society, etc.