



I Believe I Can Fly with ICT

~ Is ICT Career Right for You?

~ How Far Can You Go in the ICT Journey?



By *Dr. Toa Charm*
Vice President
Hong Kong Computer Society

2014全球最受欢迎/羡慕的企业

World's Most Admired Companies 2014

- Fortune and Hays

▶ Your challenges

▶ Our services

▶ Your industry

“ The World's Most Admired Companies have a clear sense of strategy and objectives, regardless of the economic conditions. ”



Mel Stark, vice president and regional reward practice leader, discusses key principles followed by World's Most Admired Companies.

Who are the FORTUNE World's Most Admired Companies 2014?



Hay Group has partnered with FORTUNE magazine since 1997 to conduct the World's Most Admired Companies survey and uncover the business practices that make these companies both highly regarded and successful.

Top 20 FORTUNE World's Most Admired Companies of 2014

1. Apple
2. Amazon.com
3. Google
4. Berkshire Hathaway
5. Starbucks
6. Coca-Cola
7. Walt Disney
8. FedEx
9. Southwest Airlines
10. General Electric
11. American Express
12. Costco Wholesale
13. Nike
14. BMW
15. Procter & Gamble
16. IBM
17. Nordstrom
18. Singapore Airlines
19. Johnson & Johnson
20. Whole Foods Market

[View the full top 50 list here](#)



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2013年 Interbrand 全球十大最有价值品牌

<http://www.interbrand.com/en/best-global-brands/2013/Best-Global-Brands-2013-Brand-View.aspx>

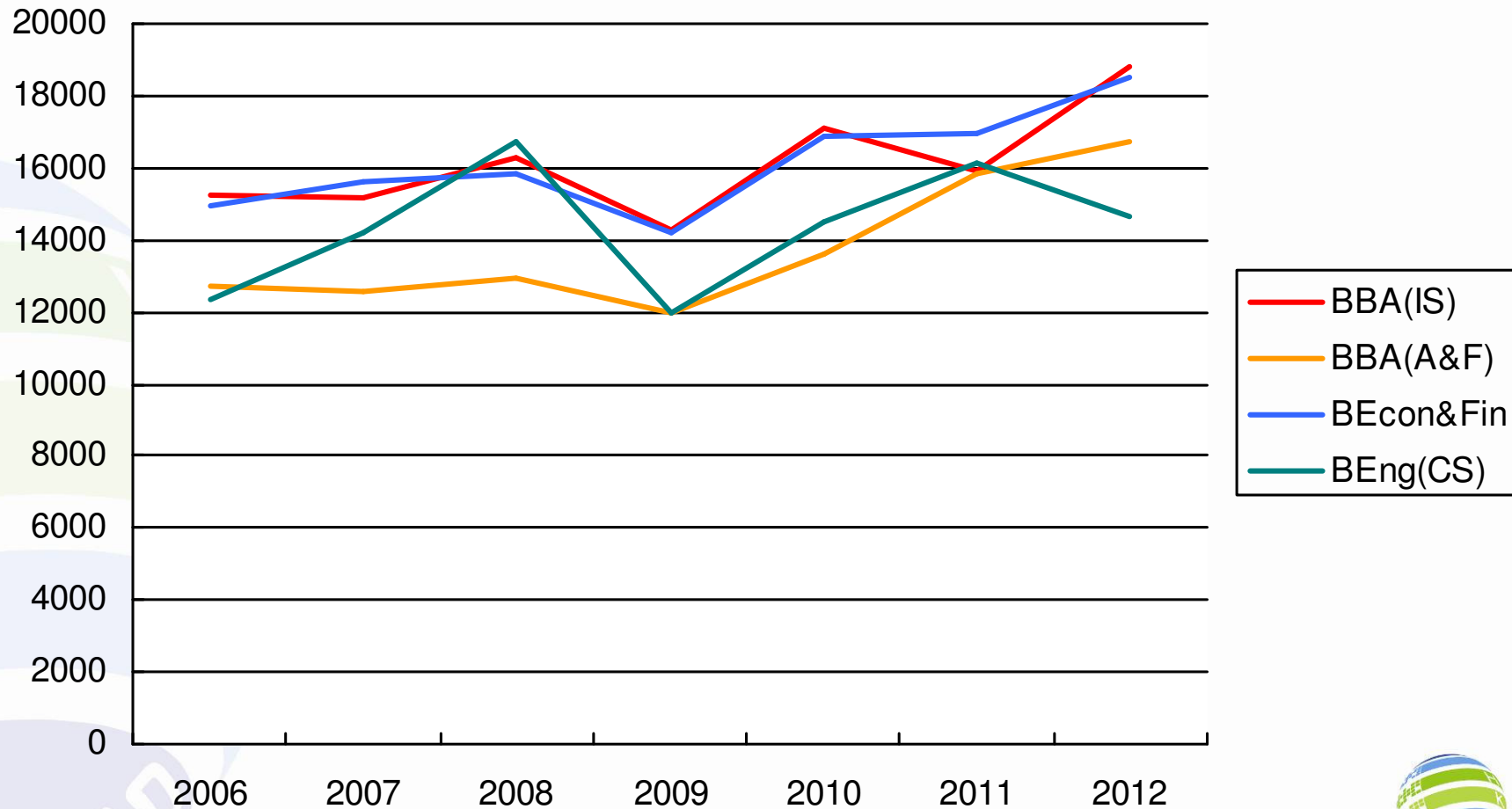
1  +28% 98,316 \$m TOP RISER		2  +34% 93,291 \$m TOP RISER		3  +2% 79,213 \$m	4  +4% 78,808 \$m	5  +3% 59,546 \$m	6  +7% 46,947 \$m	
11  +6% 31,904 \$m		12  +10% 31,839 \$m	13  +7% 29,053 \$m	14  +3% 28,147 \$m	15  -1% 25,843 \$m	16  +1% 25,105 \$m	17  +6% 24,893 \$m	18  +9% 24,088 \$m
19  +27% 23,620 \$m TOP RISER		20  +7% 18,490 \$m	21  +10% 18,168 \$m	22  +8% 17,892 \$m	23  +12% 17,646 \$m	24  +13% 17,085 \$m	25  +7% 16,676 \$m	
26  +8% 13,818 \$m		27  +5% 13,763 \$m	28  +20% 13,162 \$m	29  +15% 13,035 \$m	30  +8% 12,987 \$m	31  +6% 12,614 \$m		



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ICT Statistics

Mean Starting Salaries (2006-2012) for graduates in a HK university



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ICT Career Options

Typical ICT Path

Consulting Path

Sales & Marketing Path

Research and Development Path

Entrepreneurship, Startup Path

Investment Path

Emerging ICT Path



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Typical ICT Path

CIO or 企业高管



IT成為企業的核心競爭力

Job Category Competency Level	Software Engineering / Software Development	Software Quality Assurance	Project Management (IT)	IT Architecture	Service Management and Operation	Information Security	Multimedia
Master	Software Engineering Manager	Software Quality Assurance Manger	IT Project Director	IT Architect Manager	Service Operation Manager	Information Security Manager	Multimedia Content Manager
Specialist	Senior Software Engineer	Software Quality Assurance Specialist	IT Project Manager	Senior IT Architect	System Operation Specialist	Information Security Specialist	Multimedia Content Specialist
Practitioner	Software Engineer	Software Quality Assurance Professional	Assistant Manager, IT Projects	IT Architect	System Operation Officer	Information Security Officer	Multimedia Content Developer

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Entrepreneurship and Startup Path

Investment Path

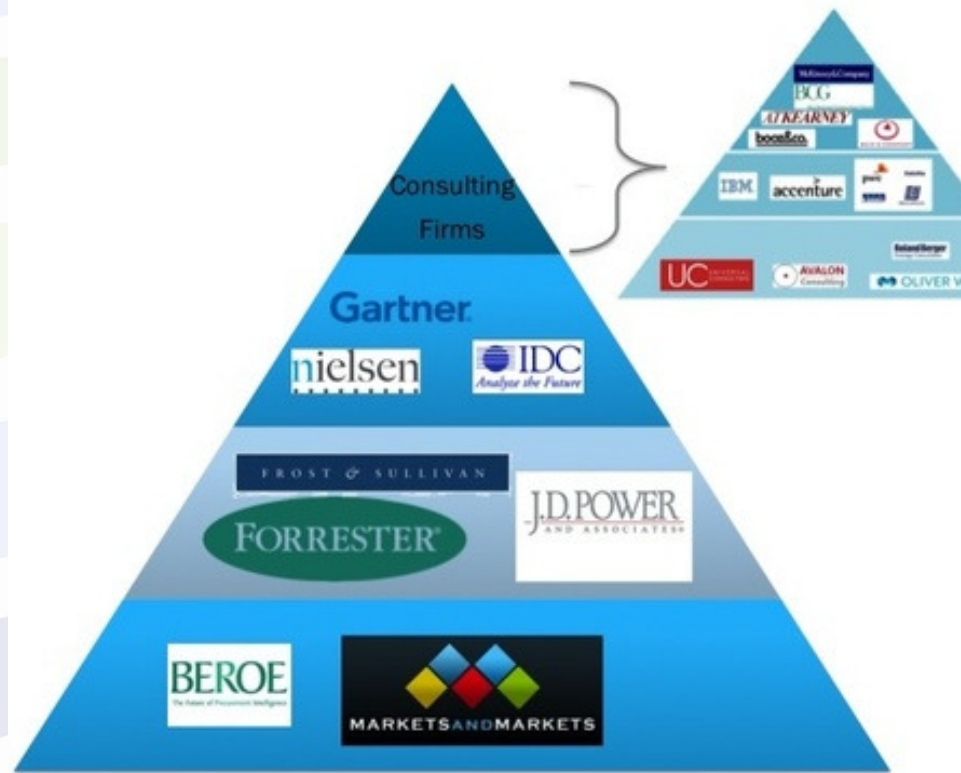
Emerging ICT Path



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Consulting Path

- IT Consulting
- Management Consulting
- Industry Analysts



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ICT Career Options

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Sales and Marketing

- **Management**
- **Marketing**
 - Marketing Communication
 - Product Marketing
- **Sales**
- **Channels**
- **Business Development**
- **Pre-Sales**
- **Customer Services**



All These Technology Companies Need Sales & Marketing Professionals

Exhibit 1: The 2014 Global ICT 50, plus Watch List

HW and Infrastructure	Software and Internet	IT Service Providers	Telecom Operators
Alcatel-Lucent	Amazon	Accenture (global)	AT&T
Apple	Google	Atos (regional)	BT
Cisco Systems	Microsoft	Capgemini (global)	China Mobile
Ericsson	Oracle	Cognizant (offshore)	Deutsche Telekom
EMC	SAP	CSC (global)	KDDI
Fujitsu	• Amdocs	HCL (offshore)	KPN
Hitachi	• Sage	IBM (global)	NTT
Hewlett-Packard	• Symantec	Infosys (offshore)	Orange / France Telecom
NEC		TCS (offshore)	Telefónica
Ricoh		Wipro (offshore)	Verizon
Samsung		• Automatic Data	Vodafone
Toshiba		• Capita	
Xerox		• CGI	
• Intel		• Fidelity National	
• Lenovo		• Fiserv	
• Qualcomm			
			WATCH LIST 2014*
			Adobe
			CenturyLink
			China Telecom
			China Unicom
			Huawei
			Salesforce.com
			SoftBank
			Windstream
			ZTE

*Fast-growing companies with expected significant impact on ICT services industry

Source: Strategy& analysis



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Research and Development Path

- **University Research**
- **ICT Vendors R&D (Products)**
- **Technology Labs e.g. Accenture FinTech Lab, Huawei Big Data Lab, etc.**
- **Customers Labs e.g. Walmart Lab**
- **University + Vendor Research**
- **More...**



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Entrepreneurship & Startups

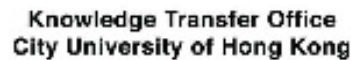
- Ideas to Profitable Business
- Technology Commercialization
- Funding
- Sustainability
- Risks
- Life Balance
- Lots of Help in HK



Entrepreneurship & Startup Path



Partner Institutes:



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Venture Capital on Technology Sectors

DIGITAL CAPITAL LUMAscape



lumapartners.com

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Andreessen-Horowitz

卖Skype给Microsoft赚了57.5亿美金



Andreessen-Horowitz
Silver Lake Partners & Venture
Ex-CEO Netscape
董事会: eBay, Facebook



\$2.75B
2009



\$8.5B
2011



\$2.6B
2005



2年赚

++US\$5.75B



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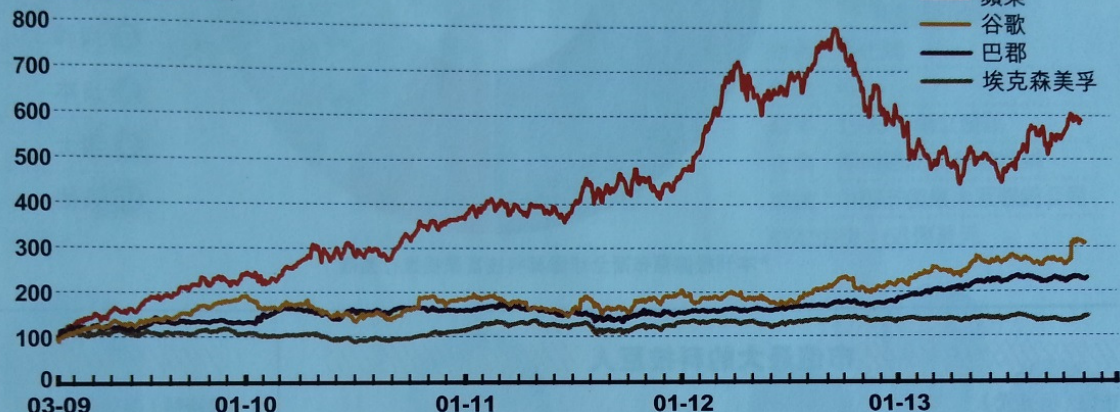


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中外新三大巨頭的價值

圖一 科技企業股價跑贏傳統企業

(2009年3月基數=100)



資料來源：彭博

2013福布斯中國富豪榜

排名	姓名	公司	行業	淨值 (百萬美元)
1	王健林	萬達集團	地產、文化	14,100
2	宗慶后	娃哈哈集團	飲料	11,200
3	李彥宏	百度	搜索引擎	11,100
4	李河君	漢能控股	再生能源	10,900
5	馬化騰	騰訊	互聯網	10,200
6	魏建軍	長城汽車	汽車	9,000
7	楊惠妍	碧桂園	地產	7,200
8	馬雲	阿里巴巴	互聯網	7,100
9	何亨健	美的集團	家電	6,800



Top 10 internet companies by market cap (billions)



All market caps sourced from Google Finance on September 17, 12:30pm Beijing/Singapore time. Alibaba valuation is an estimate from the Wall Street Journal.



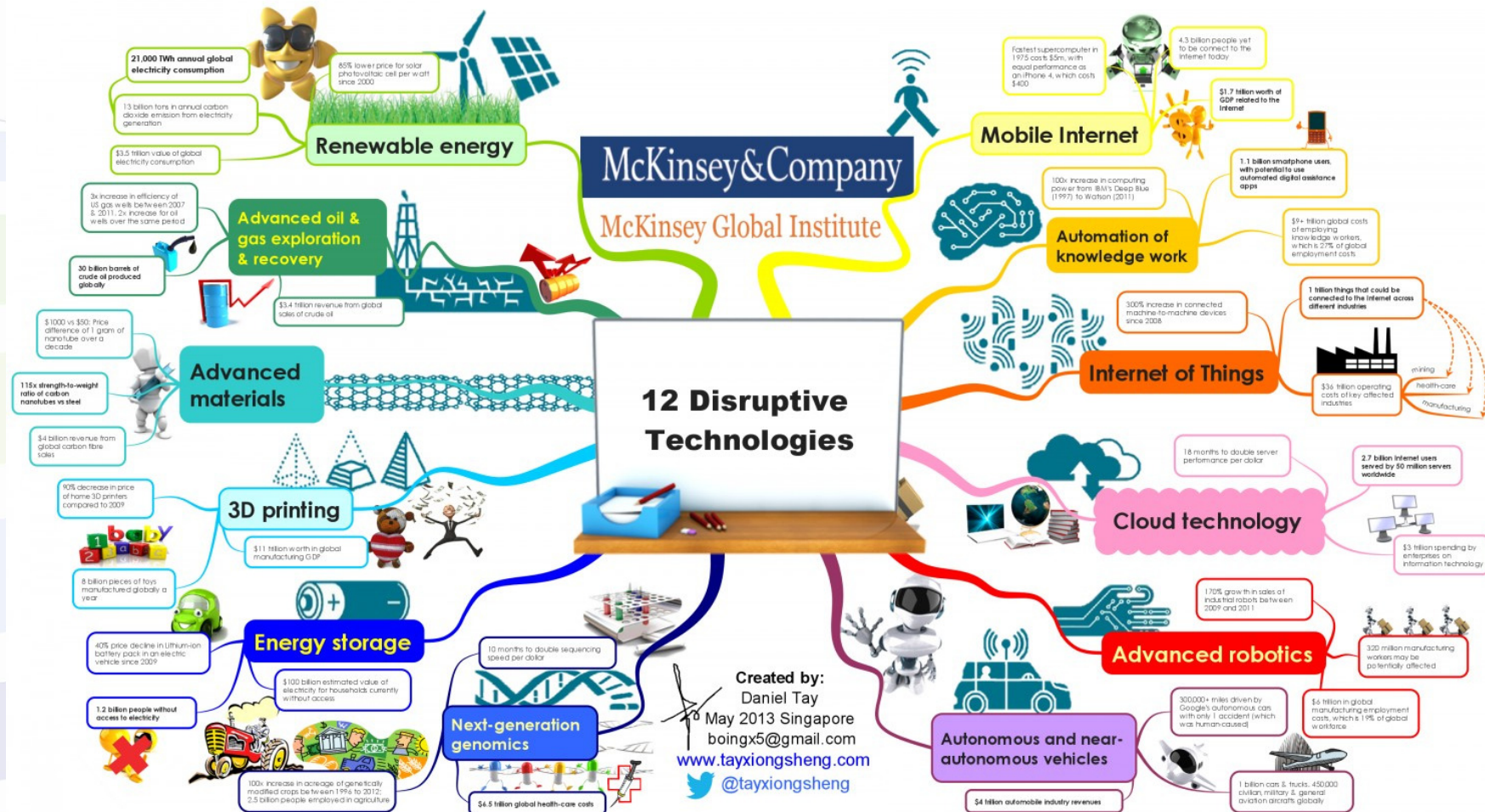
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China Internet Market



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McKinsey's 12 Disruptive Technologies (2013-2025)



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The source of information in this Mind Map comes from http://www.mckinsey.com/insights/business_technology/disruptive_technologies

Emerging ICT Path

– High Demand

- **Apart from Mobile Apps and Gaming, more choices are waiting for you...**
 - Internet Finance / FinTech
 - Digital Marketing / Marketing Tech
 - Big Data / Data Science
 - Cloud Computing
 - Social Media
 - IoT and Wearables
 - Cyber Security
 - Cyber Law
 - + China and Asian Markets ...



全球金融企業亦不能獨自其身 正受新科技強烈地顛覆

New entrants are cherry-picking select customer segments and banks are taking notice:
28% of executives mentioned online and mobile players as potential threats



Source: IBM Institute for Business Value analysis, Company web sites and Annual Reports



FinTech = Financial Technologies

Lending
 OnDeck, LendingClub, Kabbage, PROSPER, gorefi, wonga, Funding Circle, quarterspot, zest finance, betterfinance, Upstart, borro, zipo

Personal Finance
 Credit Karma, mint, playmoolah, piggyback, BillPin, OnTrees, BILLS GUARD, CoverHound, HelloWallet, planner, smartasset, wotobvy

Payments
 Square, stripe, PayPal, Paydiant, fuzeonetwork, proteon, argo pay, WEPAY, GC, ReadyForZero, BillMcLater, iZettle, Loop, Braintree, venmo

Retail Investments
 Robinhood, motif, Personal Capital, Wealthfront, KAPITAL, SigFig, Betterment, FutureAdvisor, STOCKR

FinTech
 248 Companies
 \$3.4B Funding
 See the updated scan and more:
venturescanner.com/scans/financial-technology

Institutional Investments
 ADDEPAR, finella, estimize, QUOVO, Hedge, SumZero, StockTwits, CONTIX

Equity Financing
 CircleUp, ongel.me, gust, TAIL, Gusto

Remittances
 XOOM, azimo, WorldRemit, CurrencyFair, FR, RegaloCard, ayannah

Consumer Banking
 SIMPLE, Cardlike, wotobvy

Financial Research
 Seeking Alpha, COSEER, STOCKTELON, Q

Banking Infrastructure
 plaid, DemystData, ida mobile, evospend

Venture Scanner



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Marketing Technologies



by Scott Brinker @chiefmartec <http://www.chiefmartec.com>



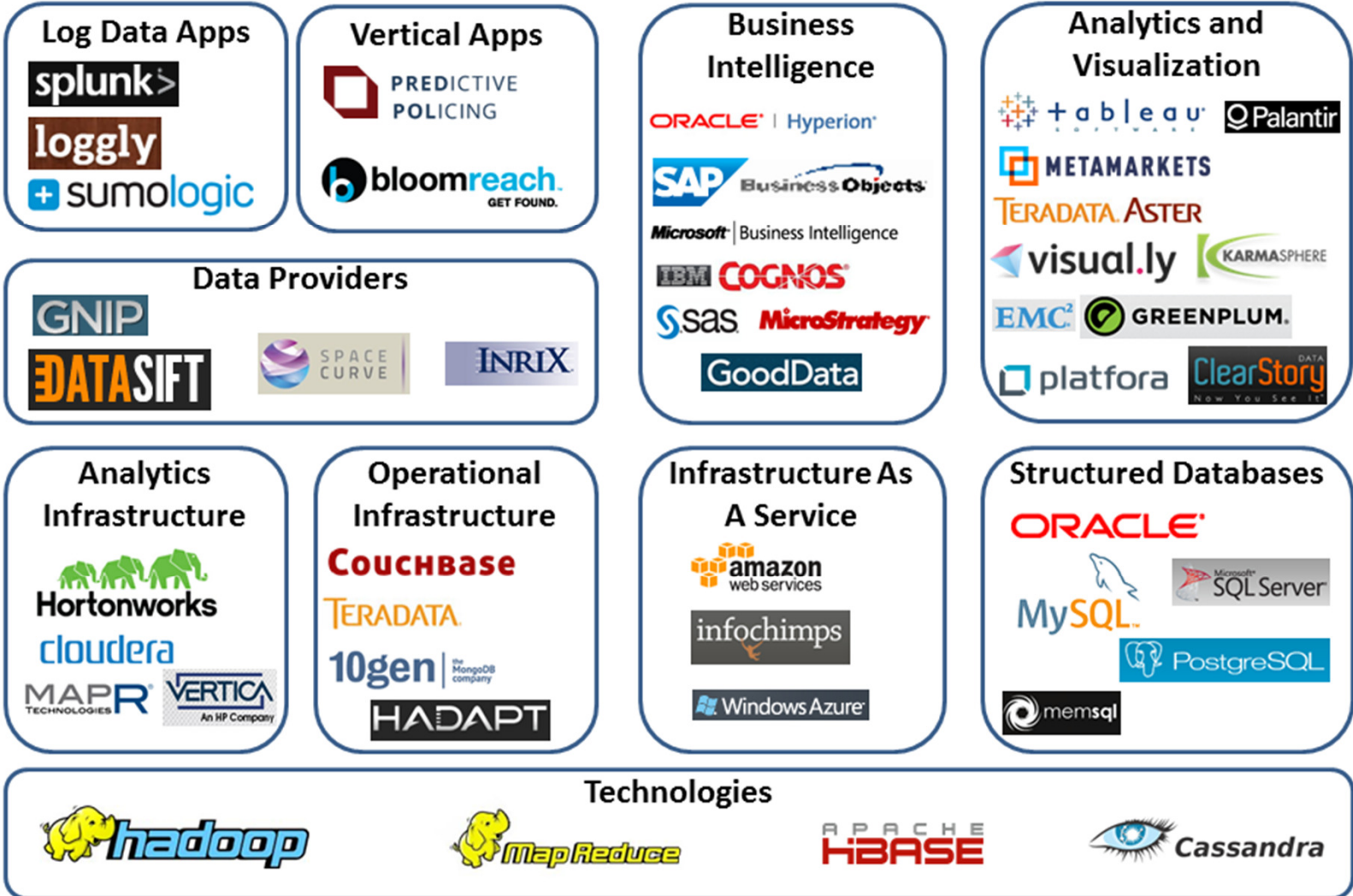
New Era of Advertising

中国网络广告生态链图谱 China AD Tech Ecosystem

Adexchanger.cn
广告技术流



Big Data Landscape



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dave@vcdave.com

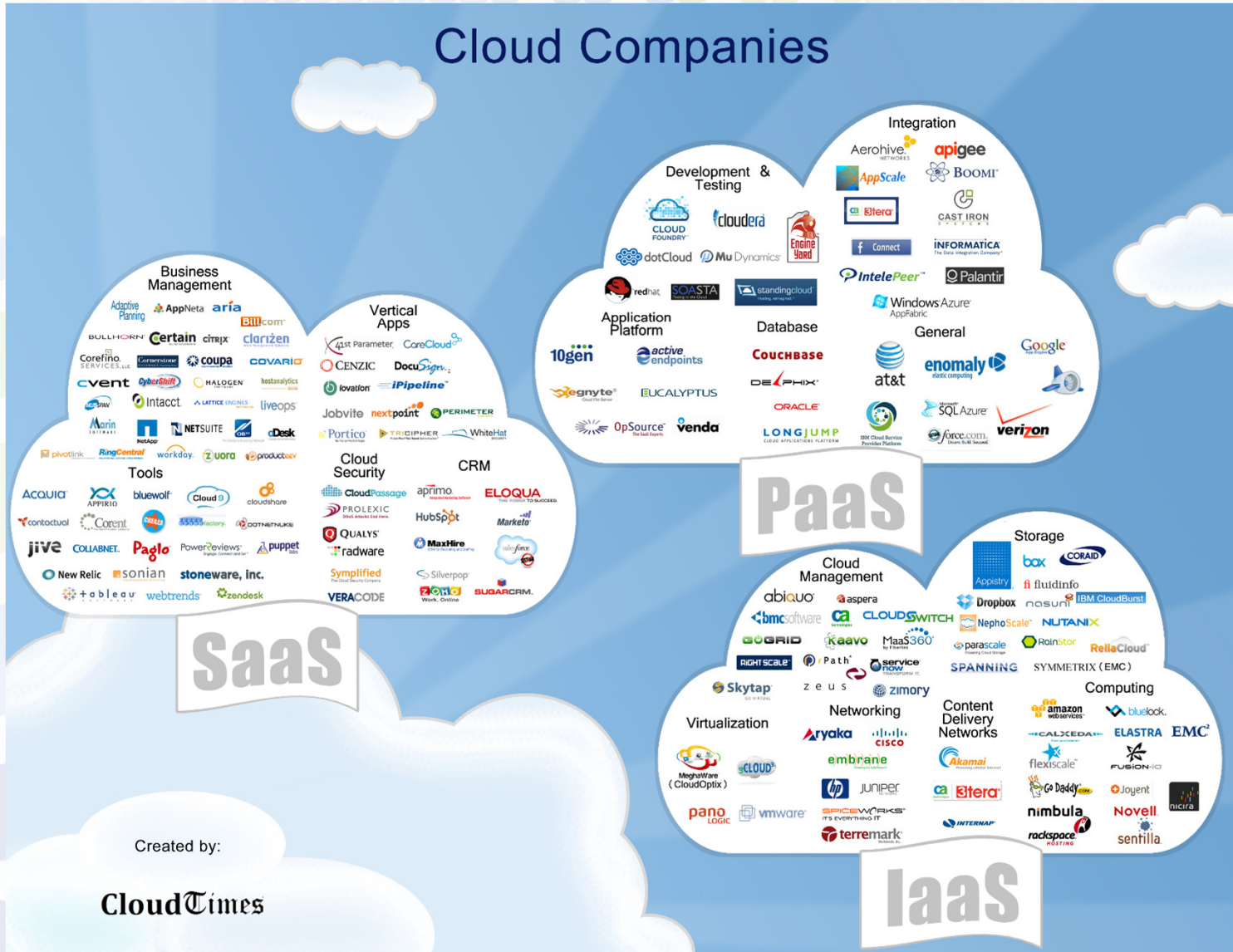
<http://blogs.forbes.com/davefeinleib/>



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Cloud Computing

Cloud Companies



Created by:

CloudTimes



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Social Media

SOCIAL LUMAscape

ENTRISSES

<p>Social Marketing Management</p> <p>BUDDY MEDIA, SHOUTLET, SYNCAPSE, VITRUE, INVOLVER, HOOTSUITE, SPREDFAST, AWARENESS, TWEET, HEARSAY, TAPII, MUTUALMIND, SPROUTSOCIAL, OFFERPOP, NORTH SOCIAL, EXTOLE, STRUTTA, ZUBERANCE, VOTIGO, FAN APPZ</p>	<p>URL Shorteners</p> <p>BITLY, TINY ARROWS, TINYURL.COM</p>	<p>Stream Platforms</p> <p>UBERMEDIA, TWEETDECK, TWHIRL, AOL LIFESTREAM...</p>	<p>Twitter Apps</p> <p>TWEETMEME, TWITPIC, STOCKTWEETS, WEFOLLOW, LISTORIOUS, CADMUS, FLIXUP!</p>
<p>Social Publishing Platforms</p> <p>SPREDFAST, AWARENESS, TWEET, HEARSAY, TAPII, MUTUALMIND, SPROUTSOCIAL, OFFERPOP, NORTH SOCIAL, EXTOLE, STRUTTA, ZUBERANCE, VOTIGO, FAN APPZ</p>	<p>Analytics</p> <p>MIXPANEL, KONTAGENT, DOMTYRE, WEBTRENDS</p>	<p>Content Curation</p> <p>MEMOLANE, HUNCH, FILPBOARD, SKYGRID</p>	<p>Facebook Apps</p> <p>LIKESTER, BRANCHOUT, SNAP, BEDOO, SMULE, CAUSES, BOOSHAKA</p>
<p>Social Advertising Platforms</p> <p>ADAPTLY, VURVE, APPSAVVY, ADTARLOR, BUZZLOGIC, 140 PROOF, BLINQ MEDIA, EPIC SOCIAL, SAM, SOCIAL VIBE, MARIN, TBG, SOCIALTYZE, EFFICIENT FRONTIER, KENSHOO, CLICKABLE</p>	<p>FB Commerce Platforms</p> <p>MOONTOAST, PAYMENT, SHOP TAB, ADGREGATE MARKETS, MOUKA, MUN.COM, TRIALPAY, SHOP IGNITER, FLUID, VENDOR SHOP, MIYONI</p>	<p>Facebook Gaming</p> <p>PLAYFISH, ZYNGA, METRO GAMES, PLAYDOM, SOCIALPOINT, DIGITAL</p>	<p>Social Search</p> <p>TOPSY, WINK, AARDVARK, GREPLIN, SPOKEO</p>
<p>Social Ad Networks</p> <p>ONERIO, ROCKYOU, LIFESTREET, SPRUCE MEDIA</p>	<p>Social Graph Data</p> <p>RADIUM, MEDIA DEGREES, RAPLEAF</p>	<p>Social Networks - Other</p> <p>LINKEDIN, GETGLUE, MISO, RENREN, MY FRIENDS, GOIQ</p>	<p>Content Sharing (Reviews/Q&A/Docs)</p> <p>FOTOPEDIA, SLIDESHARE, DOC SHARE, YELP, ANGIES LIST, QUORA, SCRIBD</p>
<p>Social Business Software</p> <p>PAGESENTER, LITHIUM, JIVE, TELLIGENT, INGAGE, SATISFACTION, LEVERAGE SOFTWARE, PLUCK, YICK APPS, MZINGA, ASSISTLY, HUDDLE, ACQUIA, IGLOO, YAMMER, MOXIE, SOCIALTEXT, SOCIALCAST</p>	<p>Blogging Platforms</p> <p>TUMBLR, POSTEROUS, WORDPRESS, SQUARESPACE, JOOMLA!</p>	<p>Location-Aware Apps</p> <p>FOUR SQUARE, LOOPT, IWIX, WAZE, GOWALLA, PLAYPHONE, LOOTAN, FOODSPOTTING, PELAGO</p>	<p>Photo Sharing</p> <p>SMUGMUG, FLICKR, ZANGZING, PICASA, INSTAGRAM, PHOTOBUCKET</p>
<p>Listening Platforms</p> <p>SYNTHESIS, RADIUM, BUZZ LABS, TRACKUR, BRAND PROTECT, KLOUT, BACKTYPE, SCOUT LABS, VISIBLE, ALTERIAN</p>	<p>Community Platforms</p> <p>MIXXT, NING, GROU.PS, YICK APPS, ELGG, GROUPSITE</p>	<p>Plug-ins/Widgets</p> <p>TYNT, BAZAARVOICE, BADGEVILLE, SHARETHIS, JANRAIN, CONDUIT, CLEARSPRING, GIGYA, POWERREVIEWS, MASS RELEVANCE, MEEBO, WIDGETBOX</p>	<p>Traditional Publishers</p> <p>DAILY CANDY, CNN, GLAM MEDIA, THE WALL STREET JOURNAL, HEARST CORPORATION, AOL, CONDÉ NAST</p>

AUDIENCE



Denotes acquired company

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Internet of Things IoT

INTERNET OF THINGS LANDSCAPE



© Matt Turck (@mattturck), Sutan Dong (@sutandong) & FirstMark Capital (@firstmarkcap)



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IT and Cyber Security

CLOUD SECURITY LANDSCAPE



What are we going to talk about today?

**ICT
Industry
vs Other
Industries**

**Key
Success
Factors**

Q & A

**ICT
Career
Options**

**ICT
Resources**



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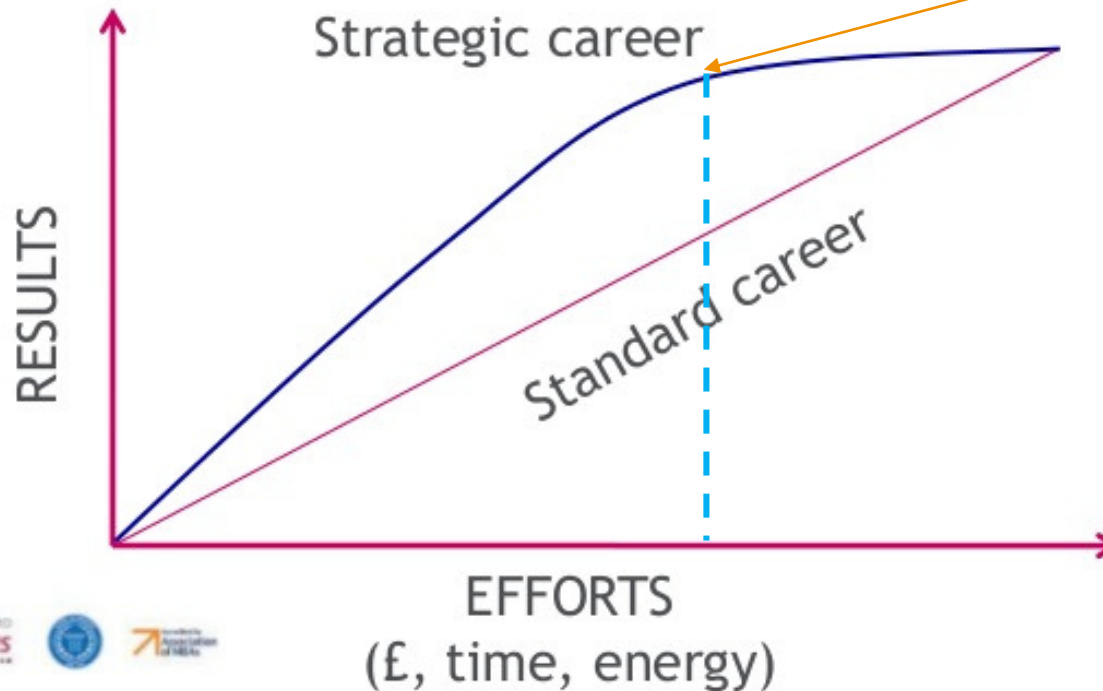
Career Strategy

Aston Business School

Developing a career strategy

A deliberate plan to help you to achieve your long term goals intelligently.

**Strategically
Reach the Top of
Your Career**



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Tips and Advices

- **Dare to try, learn and then choose**
- **Career Strategy, Goals, Determination**
- **Balance on Trend, Strength, Interest and Finance**
- **Review, learn and adjust**
- **Language, Communication, Presentation and Negotiation Skills**
- **China and International Markets and Knowledge**



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ICT Related Associations (Partial)



Hong Kong IT Festival – Apr 2015

<http://www.itfest.hk/>

Home Events Gallery News Interactive Hong Kong Organisers Previous IT Fest

f ITFest HK ITFestHK

INTERNATIONAL IT FEST 2015 INTERACTIVE HONG KONG

INTERNATIONAL IT FEST 2015

13 Apr **HKITF** 香港資訊科技博覽會
SME 2.7 Conference

13 Apr 無線寬網認證計劃
Web Accessibility Recognition Scheme Awards Presentation

14 Apr HONG KONG COMPUTER SOCIETY
Software Excellence Symposium

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W3C WAI-AA WCAG 2.0

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