

Alvin LAM 林溢锋 (BBA 1998)

Founder & Group CEO 创始人兼集团 CEO

PacificLink iMedia Group – Web, Mobile and Social Media Marketing Expert

太平洋网络媒体集团



Alvin Lam, CEO of the PacificLink iMedia Group, is the Entrepreneur who operates 7 ICT companies with 220 staff in the Greater China region. Since its inception in 1998, the company has established itself as an Award Winning Digital Agency with a clientele of top-tier brands like Citibank, Audi, Ocean Park, Estee Lauder and SHK Properties...etc. Dozens of creative awards have been bestowed over the years by this pioneering company.

Through Mr. Lam’s leadership, the company stepped over tough times of the Dot-com bubble burst, 911 and SARS Events. After that, Mr. Lam expanded his business by focusing on business reengineering, organic growth and M&A. With his dedication, the Group is now driven forward to be a Regional Enterprise. His entrepreneur story has been selected as business case in Harvard Business Review in 2010 which is the teaching material for MBA and EMBA classes in the world.

In recognition of Mr. Lam’s achievement in the IT Industry, he has won the Top ICT Achiever Award in 2012. In addition, his entrepreneurial background has been featured in different major media. In recent years, Mr. Lam has been frequently invited as featured speaker and judge in various IT and Entrepreneurship seminars, forums, MBA and EMBA classes.

Also, in giving back, he has been helping HKUST Alumni as the President of the HKUST Alumni Association since 2012. At the same time, he has been the mentor of dozens of students and young entrepreneurs.

~~~~~

林溢锋先生是太平洋网络媒体集团的 CEO，作为一名成功的企业家，他在大中华地区经营着 7 家 ICT 公司，拥有 220 名员工。自 1998 年初创之时起，公司就将自身定位为争取多获奖项的数字营销公司，目标客户为各大顶尖品牌如花旗银行、奥迪、海洋公园、雅诗兰黛和新鸿基地产等。时至今日，这家开拓创新的公司已获得了数十个创新及设计奖项。

在林先生的领导下，公司挺过了互联网泡沫破裂时期、911 事件和 SARS 事件。此后，林先生扩大了业务范围，改良业务流程、及以组织增长和并购交易作为业务重心。他为公司鞠躬尽瘁，在他的不懈努力下，目前集团正逐步迈向国际化。他的创业故事也已作为商业案例入选 2010 年《哈佛商业评论》，成为教学材料在全世界的 MBA 和 EMBA 课堂上讲授。

林先生为 IT 产业做出的贡献得到了业界的肯定，2012 年他获得了 ICT 杰出成就奖，各大媒体都广泛报道了他的创业故事。近几年来，林先生经常收到来自 IT 界及学界研讨会和企业家论坛以及各大 MBA、EMBA 课程的邀请，作为知名演讲者和评判人出席。

他也在回馈社会，自 2012 年起他就作为香港科技大学校友会主席为大学校友服务。同时他也是数十位学生和年轻企业家的导师。