

# About the **Speaker**

Robert is the managing director of SRC Associates Ltd, a pioneering Hong Kong based firm that works throughout Asia with professional service firms on all aspects of strategy, change, marketing, and leadership. He has consulted for dozens of law, accountancy, and other professional service firms on their key strategic issues.

His work has been published extensively in such journals as the Hong Kong Lawyer, Hong Kong Accountant, Singapore Law Gazette, Business Times, ACCA Journal, and Managing Partner Magazine (UK), among many others. Robert is also the author of Marketing Professional Services in Asia (Lexis Nexis, 2009), which has been described as one of the most indigenous books on Asian marketing by Professor Oliver Yau (Chair Professor at City University, Hong Kong).

Aside from his consulting work and writing, Robert has conducted numerous seminars and training events for lawyers and accountants accredited by the Hong Kong Law Society and the Hong Kong Institute of Certified Public Accountants. He has a bachelors degree from Brunel University (London), and an MBA from the University of Lincoln.

