



童協基金會

Date: 27 April 2022

The Kids4Kids Board welcomes Crystal Lam, who joined us on 15 February 2022 as the Executive Director. Crystal is responsible for leading the strategic direction and day-to-day operations of Kids4Kids to advance our vision that we are never too young to change the world, through our programs and services in the community.

Crystal comes to Kids4Kids with over 15 years of listed company board advisory and consulting experience from London, Eastern Europe, Beijing, Singapore and Hong Kong. She has held leadership and consulting roles at global headquarters of key industries such as tech, clean energy, education, biotech, luxury, and banking, and with prestigious organisations such as HSBC, China Aerospace Science & Technology Group, Integrated Management Systems, CUHK, PwC Singapore, and EY U.K.

Crystal has devoted her career to building transparent and accountable governance teams in global listed companies, advocating for a safe, inclusive and sustainable workforce around the world, and has dedicated herself to bringing this excellence and innovation to the charity and NGO world.

A lifelong learner, Crystal first gained her legal education at King's College London, an English degree at the University of Exeter, and her Juris Doctorate degree at the Chinese University of Hong Kong. She has since pursued postgraduate education at esteemed universities such as the MIT Sloan Executive Program and Harvard Business School.

Crystal represented Hong Kong at the University Scholar Leadership Summit at the United Nations Asian headquarters in Bangkok in 2017, gaining significant in-person education on UN SDGs from leaders in the field. She has since developed her own SDG ideas into assisting low resourced mothers and young families, helping the local community in need.

Crystal is native to Hong Kong and was one of the first generation of gifted and talented children tested and certified by the Hong Kong government, and has pursued her own journey of learning and a global career with the goal of improving the governance of organisations and promoting the overall wellbeing and development of youth and future workforce around the world. She is dedicated to the Kids4Kids mission and brings to the Kids4Kids team a wealth of experience in strategic planning, marketing, program and people management.

We believe Crystal will bring a well-informed perspective and fresh insights for a bright future for Kids4Kids and Hong Kong children and youth development in the coming years.

For and on behalf of the Kids4Kids Board

Mr. Jack LEE, Board Member

Kids4Kids Limited 童協基金有限公司

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