



## Victor Tsang Profile

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**Victor** is currently the Partner & Senior Consultant of **HMI Consulting Limited**. He is responsible for strategy and business development of the company, as well as solution design in the areas of Strategic Planning, Performance Management, Balanced Scorecard, Talent Management, Process Reengineering and HR Management System.

**Mr. Victor Tsang**, MEng, BAsC  
Partner & Senior Consultant  
HMI Consulting Ltd.

*Previous Ventures/Experience:*

- Ondo Creation Limited
- AESI Limited
- LiFung Distribution Group
- Adexa Inc.

Prior to the consulting venture, Victor and his designer partner established **Ondo Creation Ltd.**, a Hong Kong based designer condom company specializing in the design and production of creative condoms and gifts. He established the world's first music condom brand 'ONODMUSIC' and promoted it in an innovative way such that the brand gained a worldwide recognition in a short period of time, as well as winning the Industrial Design Excellence Award 2006 (IDEA2006). The company's products are widely reported by international media, such as Reuters, GQ, Cosmopolitan, etc, and are sold all over the world including UK, France, Denmark, Sweden, Holland, Canada, Japan, Korea, and Hong Kong

Victor was also the cofounder of **AESI Limited**, a new generation IT Outsourcing service provider, and successfully grew the company before selling the business to Mobicon Group (1213) in 2005. During his tenure in AESI, Victor and the team established a new generation IT support mechanism that enabled the company to earned great satisfaction from customers including MNCs, such as Clorox, Suez, and Double A Paper. With creative business ideas, Victor and his partner obtained the bronze price of Shell LiveWire Creative Business Proposal Award 2004.

Before coming back to Hong Kong, Victor worked as a consultant for the US-based Adexa Inc., specializing in supply chain processes optimization. In Hong Kong, Victor worked for LiFung Distribution Group, where he streamlined the group's supply chain and business processes, as well as lowered the inventory levels for the group.

Victor holds a Master Degree in Manufacturing Engineering from Cornell University in US and a Bachelor Degree in Mechanical Engineering from the University of British Columbia in Canada.