



香港中文大學  
The Chinese University of Hong Kong



## CUHK FinTech Seminar Series

# Transformation @ Microsoft

**Speaker: Joelle Woo, Senior Director, Microsoft**



**Date: Dec 6 2018 (Thu)**

**Time: 5:00pm – 6:15pm**

**Venue: TYW LT, Ho Sin Hang Engineering Building**

**Language: English**

Professor Yam Yeung will lead an inauguration ceremony before the seminar.

### Abstract

The Fourth Industrial Revolution is disrupting almost every industry in every country and creating massive change in a non-linear way at unprecedented speed. Come and learn the real story of how Microsoft rediscovered its soul—transforming everything from culture to their fiercely competitive landscape and industry partnerships, to raise its competitiveness through various innovations include mixed reality, artificial intelligence, and quantum computing. You will get to know how Satya Nadella, Microsoft CEO, led the change in Microsoft to “Hit Refresh” which is not only applicable to running a business but also changing how people approach their jobs or lives.

### Biography

As senior director of the Commercial Software Engineering (CSE) group in Microsoft, Joelle Woo is responsible for driving innovative digital transformation solutions in Asia region, to enable high impact organizations and developer communities to achieve more and get value from the intelligent cloud. Joelle leads her team to connect with partners and customers as trusted technical experts to accelerate innovation through direct engineering partnerships.

Prior to her current role, Joelle was the director of the Business Development & Developer Experience (DX) in Microsoft Hong Kong, leading the startups engagement and building apps and business cases on cloud and mobile platform. In addition, Joelle is leading the team to support local IT professional and developers and driving business partnership and dedicated support for local independent software developers

Apart from her technical roles, Joelle was the director of Marketing and Operations, responsible for leading business operations, marketing strategy and overall business performance of Microsoft Hong Kong Limited. She has also taken up various sales and marketing roles since she joined Microsoft Hong Kong in 1999.

### Upcoming seminar topics:

- Use of Technology in Managing Operational Risks in a global financial organization
- IBM Annual 5 in 5
- Virtual Banking – An incumbent Bank’s perspective
- Inhouse Fintech Incubator – StartupXchange



Registration: [http://www.cfe.cuhk.edu.hk/registration\\_20181206](http://www.cfe.cuhk.edu.hk/registration_20181206)

The CUHK FinTech Seminar Series is hosted by the Centre for Financial Engineering (CFE) where industry practitioners are invited to campus to share their areas of expertise. CFE sees the advantage of bringing together the academia and industry experts, providing a platform to carry out fruitful and productive discussions, encourage the exchange of ideas and promote future collaboration opportunities. CUHK students may also widen their exposure and receive some enlightenment in their career development.

**Tea reception will be held after the seminar.**

\*\*\* All are welcome, registration required \*\*\*

This event is organised by Centre for Financial Engineering. Enquiries: Stephanie Tam at 3943 9561.