

Professor Nicolas Chu

Professor Chu is a global digital leader with over 25 years of experience leading technology ventures across Asia Pacific, Europe and North America.



CEO - Sinorbis.

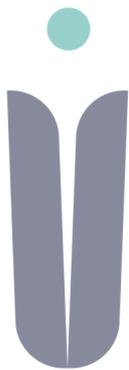
Professor at UNSW Business School

Topic: The China Student Journey: A Complete Strategy from Awareness to Enrolment

He is a tenured Professor of Practice in Marketing at UNSW Business School, where he also co-chairs the Marketing Analytics Symposium, the University's flagship industry conference, and is Co-Director of the UNSW Marketing Leadership Forum. He serves on multiple boards and is deeply committed to mentoring the next generation of leaders.

He is the founder and CEO of Sinorbis, the multi award winning technology company that helps international marketing and recruitment teams manage the entire digital student acquisition journey from one place, anywhere in the world.

Previously, he held senior executive roles at Expedia as Managing Director, HotelClub as President, and Orbitz Worldwide as Senior Vice President, leading large scale international operations across more than 30 markets.



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