



## AmCham Women of Influence Awards 2021

### Distinguished Judge

# Rachel Chan

**InnoFoco**

Founder and Chief Catalyst



Rachel Chan has embarked on a continuous journey of discovery and transformation for herself and her employers/clients, working first as a policy maker in the Administrative Service of the Hong Kong government, a marketer in the Hong Kong Trade Development Council, a consultant to the Hong Kong Design Centre and other commercial clients in branding and design management. She founded InnoFoco in 2007 to propel the development of strategic design and innovation in Hong Kong. Working at the interface of the private, public and non-profit sectors, InnoFoco is a network of catalysts who aspire to make a meaningful difference to the world. With expertise in branding, design and innovation, InnoFoco translates analytical and creative thinking into actionable strategies and high impact events to build the brand equity and competitive advantages for organisations and cities alike.

Rachel was a graduate of the University of Hong Kong, a Sloan Fellow of the London Business School and a recipient of the Chevening Scholarships. She speaks and writes regularly on the subject of design, branding, creativity and innovation. She is passionate about startups as an innovation engine and a driver of economic and social prosperity. She is also the co-founder of Esperanza, a non-profit that seeks to build the social capital of change makers and catalyse changes in the way we learn, live and work. Rachel also teaches on the subject of "Values-Driven Innovation" at the University of Hong Kong.

Rachel is honored as one of 2014 "Good 100" global citizens who provide creative solutions for living well + doing good. She is also an Investment Promotion Ambassador of the HKSAR Government.

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