

Adrian Holroyd

General Manager Associations and Clubs

Adrian moved to Asia Pacific more than a decade ago and has 20 years experience as an international marketer and business manager within the consumer and business services industries. He has held senior positions in large multinational corporations in New Zealand, Australia, Mainland China and Hong Kong.

Adrian's areas of expertise include; strategy development, corporate planning, organizational effectiveness, marketing & operational processes and corporate communication. Past responsibilities have included; global best practice development, global relationship management, corporate merger management and China business start-up.

Adrian has a Degree in Economics and International Politics from the University of Wales (Aberystwyth) and Masters Degree in International and Public Affairs from the University of Hong Kong.