



Kelvin K. CHIANG, M.Sc.

Scholar in Hospitality Business Management

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Address: 1117 141st Street SE, Mill Creek, WA 98012, USA

EDUCATION

Washington State University

Pullman, WA, USA

Ph.D. in Hospitality Business Management (Expected May 2022)

- Dissertation: Workforce Development in the Senior Living Industry
- Dissertation Chair: Dr. Kahlil Philander
- Research Interests: Senior Living, Revenue Management and Human Resources Management

The Hong Kong Polytechnic University

Hong Kong, China

M.Sc. in International Hospitality Management (2016)

- Graduated with Distinction (Overall GPA: 3.80)
- Project: Social Media Consulting for Mandarin Oriental, Hong Kong

University of Michigan

Ann Arbor, MI, USA

B.B.A. in International Marketing (1999)

- Chairman of Business School Reunion 2004
- Active member of the UM Alumni Association

JOURNAL PUBLICATIONS

Bacholas, M., Chiang, K., Liu, J. M., & Park, J. L. (2015). Hong Kong Shopping Malls: Family-friendliness in the Eyes of Residents and Tourists. *The International Hospitality and Tourism Student Journal*, 2-5.

WORKING PAPERS

- “Poverty Alleviation by Tourism? New and Alternative Perspectives on Curvilinear Relationship from Eurasia and Latin America” (with Liangju Wang), 2018

- “Scale Development: Willingness To Be Employed” (with Babu John Mariadoss), 2018

WORK IN PROGRESS

- “Would Gambling Ever be Healthy for Seniors? Data Analysis of Non-Disordered Gambling and Self-Reported Health Outcomes by Older Adults” (with Kahlil Philander), 2019
- “Hotels for Older Adults – Interesting Workplace for Future Hoteliers?”, 2019
- “Re-envisioning the Senior Living Industry as Hospitality” (with Raven Weaver and Cory Bolkan), 2019

AWARDS AND RECOGNITIONS

- **Mar 2019 (Pullman):** Participated in the 2019 Research Exposition organized by the Graduate and Professional Student Association and won fourth place in the Business, Communication and Political Science category

CONFERENCE ATTENDANCE

- **Feb 2019 (San Diego):** Joined the National Investment Center for Senior Housing & Care (NIC) Conference as delegate from Washington State University

UNIVERSITY SERVICE EXPERIENCE

- **Apr 2019 (Pullman):** Coordinator for the Washington State University Business Plan Competition 2019
- **Nov 2016 (London):** Student Ambassador of The Hong Kong Polytechnic University at the World Travel Market (WTM)
- **Oct 2004 (Ann Arbor):** Chairman of Business School Reunion 2004 for the Class of ‘99

CONSULTING AND PROJECT MANAGEMENT EXPERIENCE

- **2016 (Hong Kong):** Social Media Consulting for Mandarin Oriental, Hong Kong
- **2013 (Hong Kong):** Inside Sales Team Deployment at GEODIS
- **2010 (Hong Kong):** CRM System Implementation at GEODIS
- **2007 (Amsterdam):** Post M&A Global Tender Process Re-engineering for TNT/GEODIS
- **2007 (Hong Kong):** Post M&A Sales Team Integration at TNT
- **2005 (Los Angeles):** Global Tender Process Re-engineering for DSV
- **2004 (Hong Kong):** Peak Season Surcharge (PSS) Implementation at UPS
- **2002 (Shenzhen):** Revenue Management System Consulting for Shenzhen Airlines

- **2000 (Atlanta):** Corporate Sales and Revenue Report Re-engineering at Delta Air Lines
- **1998 (Guangzhou):** Business Process Re-engineering for Cityview Bus Manufacturing

INDUSTRY EXPERIENCE

KCX Corporation

Seattle, WA, USA

Director (2017 to Present)

- Focusing on commercial real estate investment and property management. Providing consultation services to mutual fund investors in identifying and managing multi-unit commercial properties such as hotels and apartment complexes.

TNT Freight Management (AMS: TNTE)

Hong Kong, China

Manager, Airfreight Pricing / Sales and Tradelane Support (2006 to 2013)

- Managed a team of five (5) and led the airfreight tender (RFP) process of major global accounts. Successfully grew the Latin American trade lane by 15% year over year.

UPS Supply Chain Solutions (NYSE: UPS)

Hong Kong, China

Regional Pricing Manager, Asia Pacific (2002 to 2005)

- Managed tender professionals functionally across 13 countries in Asia Pacific to process (on average) 25 major tenders (RFP) per month with success ratio of 42%.

Delta Air Lines (NYSE: DAL)

Atlanta, GA, USA

Business Analyst, Pricing and Revenue Management (1999 to 2001)

- Maximized revenue in the Midwest and Southwest markets with annual revenue in excess of USD 650 Million (4% of Delta's domestic market).

COMMUNITY SERVICE

E.F.C.C. Tung Fook Church

Hong Kong, China

Tutor, Helper and Worship Leader at GemGem Ministry (2009 to 2016)

- This is a church ministry caring for the people with special needs and their families. The ministry meets every second and fourth Sundays from 11:30am to 2:00pm. Extensive program includes worship, games, teaching, counseling, lunch and fellowship.

SKILLS AND INTERESTS

- Language: Fluent in English, Mandarin, Cantonese and several other dialects such as Shanghainese and Teochew
- Computer: MS Office Suites (Excel, Word, PowerPoint, Visio), Windows 10, Outlook, Lotus Notes, Apple iOS 12, Android 9.0
- Information Systems: OPERA, AS/400, Cargowise, CRM (SuperOffice)
- Diverse interests include (but not limited to): traveling, swimming and writing

REFERENCES

- **Dr. Kaye CHON**
Dean and Chair Professor, School of Hotel and Tourism Management
The Hong Kong Polytechnic University

- **Dr. Nancy SWANGER**
Associate Dean and Director, Carson College of Business
Washington State University

- **Dr. Metin KOZAK**
Professor
Dokuz Eylul University

- **Ms. Irene LAU**
Regional Director, Sales and Marketing
Shangri-La Hotels and Resorts

- **Mr. Jim CULLEN**
Director, Customer Logistics
Georgia Pacific LLC

NB: Contact information available upon request