



VP Marketing Elect: Mr. Manoj Kumar AGARWAL

### **Vision Statement**

My vision is to raise PMI HK brand awareness and grow digital presence to increase project management awareness and revenue from PMI HK various initiatives such as trainings, seminars, events etc.

My strategy will be to -

- 1) Gain more social media followers
- 2) Leverage articles and blogs to improve PMI HK visibility
- 3) Survey to understand better what services our customers want?
- 4) Deep dive into questions -
  - a) Are customers satisfied from PMI HK services?
  - b) Is it easy to find and buy PMI HK services?
  - c) Should there be any discounts considered for a type of PMI HK customers?
  - d) How to reach PMI HK message across to your target audience?

### **PMI Leadership Experience**

- Served as VP Programs PMI HK for 2 years
- Volunteered at PMI Hong Kong for 7~ years.
- Served as sub-committee PMI Hong Kong chapter member for 4~ years
- Assisted in conducting monthly seminars arranged by PMI Hong Kong Programs.
- Presented two evening seminars to share knowledge on Machine Learning and Deep Learning with Project Managers.
- Volunteered at five annual PMI Hong Kong Congress and other PMI Hong events