

Stella Chun (秦美恩)

General Manager – Kimberly Clark Hong Kong Ltd.



Stella Chun is the General Manager of Kimberly-Clark Hong Kong. Kimberly-Clark Corp. (NYSE: KMB) is a US\$20 billion multi-national company based in the United States with a 151-year heritage. Brands such as Kotex, Huggies, Andrex, Kleenex, Scott, and Plenitud are household names and market leaders in more than 175 countries. Kimberly-Clark Hong Kong office was established in 1996 and soon become the market leader in the categories of Feminine Care, Baby and Child Care, and Family Care. Our name brand Kotex has been strong market No.1 in Hong Kong market for more than a decade. Today, one in every two women in Hong Kong choose Kotex products to take care of their menstruation and built up She Can spirit.

Before being appointed as General Manager of Kimberly-Clark Hong Kong in 2021, Stella was the sales director of Kimberly-Clark Hong Kong, responsible for the whole spectrum of the company's sales, promotion planning, and retail executions.

Having dedicated over two decades to the FMCG industry, Stella held various leadership roles at top-tier multinational consumer products companies including Swire Beverages, Henkel, and GSK. Stella is a strategic business leader with well-rounded experience in people leadership, P&L management, shopper insight, trade marketing and category leadership collaboration.

Stella holds an MBA from The University of Hong Kong and a bachelor's degree in business administration from Hong Kong Shue Yan University.

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總經理 – 金佰利香港有限公司

Stella Chun 目前擔任金佰利香港分公司總經理。金佰利公司(NYSE:KMB)是年營業額超過 200 億美元的美商領導企業，具有 151 年悠久歷史，旗下品牌包括 Kotex 高潔絲, Huggies 好奇, Andrex 皇冠, Kleenex 健力士, Scott 絲潔, and Plenitud 倍樂等，皆為家喻戶曉的市場領導品牌，暢銷於全球 175 個市場。金佰利香港分公司設立於 1996 年，成立後快速於女性護理用品、嬰兒護理用品及家庭用紙領域成為領導品牌，旗下的 Kotex 高潔絲品牌已連續超過 10 年蟬聯香港市場女性衛生巾用品第一地位，平均每兩位女性就有一位選擇 Kotex 照護其生理期的需求。

在獲任命為金佰利香港分公司總經理之前，Stella 擔任金佰利香港銷售總監，負責全公司的年度營收目標，帶領整個銷售團隊進行多元促銷計劃和零售執行工作。

Stella 在快速消費品行業累積二十多年豐富的工作經驗，她曾在太古飲料、漢高和葛蘭素史克等多家頂級跨國消費品公司擔任領導工作。Stella 是一位具有策略思維的專業經理人，在團隊領導、公司整體 P&L 營收獲利管理、消費者洞察、通路行銷以及類別領導協作方面均擁有豐富經驗。

Stella 擁有香港大學工商管理碩士學位和香港樹仁大學工商管理學士學位。

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