



## SHARON GAI

From Alibaba to global stages — Sharon Gai reveals how AI and Innovation are reshaping commerce. Former GM at a billion-dollar unicorn and author of Ecommerce Reimagined, she brings China's cutting-edge trends to the world.

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### Categorie

AI, Technologie, Branding, Toekomst, Trends, Retail & Handel

### Type

Trendwatcher, Sales & Marketing Speaker, Expert | Thought leader, Visionair | Innovator

### Inzetbaarheid

Keynote speaker

### Talen

Chinees, Engels

### Afkomstig van

USA

## Biografie

Sharon Gai is an expert in AI and innovation. From Alibaba to global stages — Sharon Gai reveals how AI and Innovation are reshaping commerce. Former GM at a billion-dollar unicorn and author of Ecommerce Reimagined, she brings China's cutting-edge trends to the world.

Sharon Gai helps organizations become agile disruptors in their industries so they can increase revenue and retain users. In her tenure at Alibaba, she advised brands and heads of state in crafting their digital strategy with programmatic marketing and AI. She has worked with TEDx, Singularity University, UBS, Deloitte, Walmart, LVMH, Nestle, Tetra Pak,



Twilio and many others. She is in the AAE list of Top Keynote Speakers in 2023. She is a RETHINK Retail's Top Retail Expert and a LinkedIn Community Top Voice in 2024. Sharon Gai has appeared on Bloomberg, Reuters, ABC, CBC, CCTV, TechCrunch, Retail Asia, Wired, and The Next Web. She is the author of the book, Ecommerce Reimagined. Sharon has an Honors Bachelor's degree in International Development from McGill and a Masters in Information Management from Columbia University. When she is not globetrotting, she is jamming on the electric keyboards or making people laugh in New York's stand up comedy scene.

#### Biography Sharon Gai

Sharon Gai is a Chinese-born Canadian speaker who has had 10+ years in ecommerce, digital marketing and branding. Immigrating at a young age to a new country where she did not speak the local language has trained her skills of adaptability and resilience as well as sparking her inner creativity where she is able to connect to both the East and the West. A Global Shaper in the China chapter of the World Economic Forum, Sharon Gai has an Honors Bachelor's degree in International Development from McGill and a Masters in Information Management from Columbia University.

Sharon Gai started her career in e-commerce at a Fortune 500 systems integrator, enabling SMB's to conveniently order computer hardware online. She was then selected to be a part of the Alibaba Global Leadership Academy, a brainchild program of Jack Ma with a 0.3% acceptance rate, that hired global leaders to globalize Alibaba's internal business groups. In her tenure at Tmall, China's largest ecommerce platform, she has advised large to emerging internet-viral brands in crafting their digital marketing and online e-commerce strategy in China.

Sharon Gai has served as the Head of Global Key Accounts in Tmall providing thought leadership in omnichannel strategies for Xiaomi, Adidas, AS



Watson, P&G and H&M. She has been the keynote speaker in 100 ecommerce and retail conferences such as Shoptalk, Ecomworld, Etail, and Ecommerce Asia with over 40,000 attendees as well as the presenter to governments and heads of states on the developments of the tech industry in China. Sharon Gaihas appeared on CCTV, Techcrunch, Retail Asia, The Next Web, and the Singularity University and enjoys sharing with the world the latest trends from China. She is the author of the book, Ecommerce Reimagined: Retail and Ecommerce in China.