



Mr Ron McEachern

榮譽大學院士
Honorary Fellow of HKUST

Canadian-born Ron McEachern, Former President of PepsiCo Asia, worked in consumer product marketing and general management in US multinationals for over 35 years. He spent 24 years with PepsiCo and the final 12 of those years in Asia. Mr McEachern and the region got along. “We can’t just be a western company in Asia,” he has been quoted as saying. So he created products such as anchovy-flavored oatmeal and Peking Duck-flavored potato chips in line with local tastes, ending up in his final post in charge of all PepsiCo lines of business, stretching across India, China and the Pacific Rim. Let’s also not overlook the fact that he achieved annual double-digit volume, 20 per cent revenue and 40 per cent profit growth.

When Mr McEachern retired in 2008, he decided not to let his insights into the business world, west and east, remain locked inside his head. Instead, he began a second career – as a teacher of those seeking to follow in his footsteps. It was a highly fortuitous decision, not only for the HKUST Business School, but for the business world in general.

Mr McEachern earned his bachelor degree at Queen’s University in Kingston, Ontario, and an MBA in Marketing and Finance from York University in Toronto. As an Adjunct Professor at HKUST since 2008, he has contributed immensely to our students through his highly popular MBA electives on branding and marketing in China, and on maximizing leadership potential. He has also taught on HKUST’s jointly run world No.1 Executive MBA program.

Fellow faculty members have seen in Mr McEachern a rare combination of strength across the board: an excellent and passionate educator who is willing to listen and help his students; and a helpful, considerate colleague who is always willing to assist.

One key theme for Mr McEachern has been that those aspiring to leadership cannot only have good ideas. The ability to communicate the effectiveness of those ideas is what will set real leaders apart. And he has done his utmost to assist our students to develop in this respect. He

百事公司前任亞太區總裁 Ron McEachern 於加拿大出生，在美國的跨國企業領導消費品市場營銷及管理工作逾三十五年。他在百事公司服務達廿四年，其中最後十二年則駐亞洲發展。McEachern 先生在亞太區發展順利，青雲直上，他曾經表示：「我們不只是在亞洲的外國企業。」因此，他創出許多本土口味的產品，如鯷魚味燕麥片和北京填鴨味薯片。McEachern 先生任職百事公司期間，負責印度、中國和太平洋沿岸地區的業務。在他領導下，公司錄得每年雙位數字的銷量增長，收入增加 20%，溢利增長更達 40%。

McEachern 先生在 2008 年退休後並沒有吝嗇他對東西方商界的見解及經驗，他開展自己的第二事業，成為教師，培育與他有共同志向的年青一代。這對香港科技大學商學院及整個商界都有所裨益。

McEachern 先生於安大略省京士頓皇后大學修讀學士課程，並在多倫多約克大學取得工商管理碩士學位（市場及金融學）。自 2008 年起，McEachern 先生成為科大兼任教授，教授工商管理學碩士課程的選修科——在中國建立品牌及市場學，深受歡迎，學生獲益良多，讓他們充分發揮領導才能。此外，他亦曾任教科大世界排名首位的行政人員工商管理碩士聯合課程。

在教職員同事眼中，McEachern 先生不但是願意耐心聆聽及熱心協助學生的良師，更是處處為人設想及樂於助人的好同事。

McEachern 先生一直認為領袖不能光有超卓的意念，必須有效地將意念傳達，才可突顯真正的領導才能，領先同儕。他竭力協助學生發展這方面的能力。

has taught as part of a faculty team on a course focused on enhancing students' professional communication capabilities; and he has offered support to teams taking part in international case and business plan competitions, where they have had the opportunity to test out their communication skills against elite students around the world, and often done extremely well.

Another vital contribution has been Mr McEachern's emphasis on integrity. It was never enough for him just to make profits. They had to be made in the right way. He has brought this attitude into his lectures at HKUST, impacting a highly international group of aspiring and current corporate leaders. Mr McEachern is also an international educator. As well as HKUST, he lectures for TRIUM and guest lectures at Saïd School of Business at Oxford University and Queen's School of Business in Canada. So his advocacy of trust and principled behavior is proving energizing to a widening number of young high flyers, which is good news for the business sector, and the community overall.

When Mr McEachern is not teaching in higher education, he has been busy running his own consultancy, providing executive coaching and advising companies on how to expand their footprint in Asia. As President at PepsiCo Asia, he created a "One Company" vision across 80 PepsiCo businesses around Asia, and his ability and willingness to build bridges between people and cultures remains a positive force for greater understanding and respect in business and beyond. After a total of 17 years in Asia, he is now relocating back to Canada, where he intends to continue to share his knowledge and prepare the ground for more cross-cultural success stories.

Today, we honor Mr McEachern as an outstanding business leader and inspirational educator, who has shown through practical example how east and west can learn from each other and grow from such an experience; and is now teaching many others to seek to do the same.

他與其他教授合作，講授加強學生專業傳訊技巧的課程，並支持學生組隊參加國際專案及商務策劃比賽，讓他們能有機會與全球最優秀的學生比試溝通技巧，成績斐然。

此外，McEachern先生十分重視誠信，他認為營商不單要賺取利潤，更須以正當手法行事。他將這個理念融入科大的課堂中，同學來自世界各地，都是有抱負的企業領袖，他的理念對他們影響深遠。除了在科大任教外，McEachern先生亦在其他國際知名學府授課，當中包括TRIUM、牛津大學薩伊德商學院和加拿大皇后大學商學院。他對誠信和操守的堅持啟迪後進，造福商界及社會。

除了於大學任教，McEachern先生透過自己開設的顧問公司，為企業提供行政培訓及拓展亞洲市場的建議。出任百事公司總裁期間，他為百事旗下八十項亞洲區業務創造「同一公司」的願景，致力為不同地方的員工和文化建立橋樑，促進彼此了解與尊重。他在亞洲十七年，正打算回流加拿大，希望在當地繼續分享他的知識，締造更多跨文化的成功故事。

McEachern先生是傑出的商界領袖，也是啟蒙後輩的教育家，他的成就正好展現中西文化融會相長，他將致力把經驗傳承予新一代。