

Exploring the IT Industry — Rethinking Marketing Careers

Date: April 10, 2025

Speaker: Ms. Hui Chunjin (Marketing Director, Oracle (China) Software System Co., Ltd.)

This event offered a fresh perspective on marketing careers through the context of the IT industry. Ms. Hui Chunjin, Marketing Director at Oracle China, brings nearly 20 years of B2B marketing expertise. She excels in strategic marketing, digital campaigns, social and community engagement, and brand development. Renowned for her sharp business acumen, strategic thinking, and communication skills, Ms. Hui is adept at creating effective branding strategies and identifying market opportunities in B2B settings.

Throughout the workshop, Ms. Hui delivered a comprehensive overview of the latest trends and challenges in the IT industry, along with key strategies for establishing a meaningful career path in a rapidly evolving industry. By examining marketing from a new angle, students gained valuable industry insights and a deeper understanding of the profession. The event also created a valuable opportunity for direct engagement with an industry expert, offering meaningful inspiration and guidance for future career planning.



Value and Gains of the Activity

Through this activity, students gained practical insights into marketing careers within the IT industry and developed a deeper understanding of how to navigate this dynamic field. Ms. Hui's expert guidance offered valuable strategies and industry trends, serving as a foundation for students to embark on a well-defined and fulfilling career path. The event provided a platform for direct interaction with an industry expert, offering both inspiration and practical advice. Students not only acquired essential knowledge but

also gained confidence and motivation from Ms. Hui's sharing, taking a significant step towards a clearer and more enriching career journey.