

# Guillermo Ginesta

*Managing Director, Asia Pacific*

Hong Kong, Hong Kong | [LinkedIn](#) | [Twitter](#) | [Brinc](#)

Ecosystem builder and accelerator operator driving innovation programs across APAC and MENA, with expertise in AI, emerging technologies, and public-private partnerships.

## EXPERIENCE

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**Managing Director, Greater Bay Area (Hong Kong)** Jul 2019 — Present  
*Brinc Hong Kong*

Lead APAC operations, P&L, and capital allocation across a global venture accelerator. Scaled regional footprint from launch, established AI and Web3 verticals alongside existing climate and health programs, and supported US\$30m Series B fundraising with c.US\$100m earmarked for accelerator investments. Curated flagship events including the Asia Health Innovation Summit 2024 during StartmeupHK Festival, connecting investors, corporates, and founders around healthcare innovation.

**Digital Innovation - Instructor** Jul 2016 — Jan 2019  
*General Assembly Hong Kong*

Instructor for the Digital Marketing Course at the Hong Kong Campus  
Topics covered:

- Helping students develop Skills & Tools and to gain proficiency in social advertising and use Facebook, Google AdWords, and Google Analytics to find meaning in user behaviour.
- Production Standard: Develop and plan a campaign driven by data and paid-search strategies — and measured by key performance indicators.
- The Big Picture. Become a driver of your company's bottom line by using cutting-edge techniques and platforms to market products and acquire users.

**Startup Mentor** Mar 2016 — Jul 2024  
*Startup Weekend*

Providing mentorship and guidance to budding entrepreneurs and startup teams at Startup Weekend events in Hong Kong  
Latest event:

<http://www.up.co/communities/china/hong-kong/startup-weekend/9216#event-coaches>

**Manager, INFINITI LAB, Global Business Transformation and Brand** Jan 2016 — Jul 2019  
*INFINITI Motor Company (Nissan) Hong Kong*

Built and scaled INFINITI LAB across six major cities spanning Singapore, Dubai, Taiwan, Toronto, Beijing and Hong Kong. Sourced and supported 50+ startups while driving global brand-linked innovation initiatives and corporate venture partnerships.

**Digital Strategic Consultant** Sep 2015 — Mar 2016  
*Seamaster Global Forwarding Hong Kong*

Advisor to the CEO and Board in Advisory Capacity

- Responsible for the development of the group's online strategy for launch, growth and development including: American Retail Shippers Association (ARSA), Seamaster Global Forwarding, Sherry's Supply-Chain Management and Financing.
- Research, select and coordinate all outside vendors and third-parties and partners
- Develop and implement digital marketing and strategic guidelines
- Train and develop the teams for each organisation

**Senior Advisor to CEO & Board** Jan 2015 — Jan 2018  
*Sherry Logistics Hong Kong*

Advised executive leadership on commercial and digital programs, growth strategy, and financing initiatives to drive business expansion and modernization.

**E-commerce/Innovation roles** Jun 2014 — Sep 2015  
*Cosme De Net Company Limited Hong Kong SAR*

Led digital growth and new-market expansion initiatives with direct P&L impact across e-commerce operations.

**Assistant Manager, Digital Strategy** Jun 2012 — Jun 2014  
*Oregon Scientific Hong Kong SAR*

Responsible for assisting the eCommerce team and developing and executing a Digital Marketing strategy. Accountable for leading cross function developments, business strategies, management and implementation of innovative and digital marketing campaigns.

Additionally, providing support in the European E-Commerce efforts for the company's e-commerce business and growing the activities in the market and develop opportunities across markets.

**Director** Mar 2012 — Nov 2015  
*The Chilean Business Association of Hong Kong and Macau Hong Kong SAR*

Non-Profit Organization  
Representative body of the Chilean private business sector in Hong Kong and Macau

**Senior Officer** Nov 2009 — Dec 2011  
Mirae Asset Global Investments (Hong Kong) Ltd  
Responsible for developing marketing strategies and researching ways to promote the brand more effectively and efficiently. Also, directed efforts aimed at raising brand awareness, both externally and internally, through the management and organisation of promotions and events.  
In charge of analyzing market trends and brand perception with a focus on sales opportunities while supporting the sales team with due diligence, RFIs and RFPs. Able to raise over USD6 million from institutional clients.

**Academic Consultant** May 2009 — Jul 2009  
Pentland Brands  
Responsible for a consultancy project aimed to assess the company's potential in South America, with focus in Argentina, Brazil and Chile. Project looked at a range of brands, creating consumer behaviour profiles and specific recommendations on how to develop, grow and expand successfully.

**Commercial Development** Jun 2006 — Aug 2006  
Hongkong International Terminals  
Summer Internship for Hong Kong International Terminals, working independently on a market study in the entire region of South and Central America.

**Deputy Coordinator** Feb 2006 — Mar 2008  
One World Week  
Responsible for coordinating the World's Largest Student-run international event.  
In charge for a team of over 250 people and an event that attracted over 33,000 participants, where tasks range from financial, to overseeing operations, from motivation to planning and many other managerial responsibilities.  
Dedication was a must due to the long working hours and commitment required.

## EDUCATION

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**University of Warwick - Warwick Business School** Jan 2008 — Jan 2009  
*MSc Marketing & Strategy in Marketing, Strategy*  
Activities and societies: One World Week, Warwick Entrepreneurs, Warwick Business School Society, Latin Society, Asian Society, Go Green

**University of Warwick - Warwick Business School** Jan 2005 — Jan 2008  
*BSc Management (Hons)*  
Activities and societies: One World Week, Warwick Entrepreneurs, Warwick Business School Society, Latin Society, Asian Society

**University of Warwick** Jan 2005 — Jan 2008  
*BSc Management in Business Studies, Management*  
Activities and societies: One World Week, Warwick Entrepreneurs, Warwick Business School Society, Latin Society, Asian Society, Go Green

**French International School** Jan 2002 — Jan 2005  
*International Baccalaureate Diploma*

## CERTIFICATIONS

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**Advertising and Society**, Coursera Dec 2014

**Content Strategy for Professionals: Engaging Audiences for Your Organization**, Coursera Feb 2014

**Developing Innovative Ideas for New Companies**, Coursera Nov 2013

**Google Adwords**, Google

**Google Analytics**, Google

## SKILLS

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Innovation Management · Strategic Partnerships · Project Delivery · Business Transformation · Start-ups · Marketing Strategy · Online Marketing · Social Media Marketing · Digital Marketing · E-commerce · Social Networking · Foreign Languages · Public Relations · Brand Development · Marketing · Email Marketing · Project Management · Strategy · Project Coordination · Event Management · Social Media · Market Research · SEM · Corporate Branding · Branding Development · Social Networking Sites · Direct Marketing · Copywriting · Business Strategy · Business Development · Program Management · MS Office Suite · Management · Leadership · Team Management · Marketing Communications · Group Presentations · Open Innovation · Process Optimization · Early-stage Startups · Decision-

Making · Board governance · Risk management · Policy alignment · Public-sector collaboration · Accelerator program design · Operator training · Founder selection · Outcomes tracking · AI · Emerging technologies · Startup sourcing · Due diligence · Portfolio support · Corporate innovation · Government programs · Co-investment syndication · Sovereign partnerships · Ecosystem development · Deep tech · University partnerships · Web3 · Climate tech · Healthtech · Robotics · Digital transformation · Capital allocation · P&L management · Investor relations · Thought leadership · Speaking