



Eric Pu-fan Cheung

Founder & Chief Executive Officer, Leaders Capital Company Limited

echeung@amp184.hbs.edu

[+852 9603 6777](tel:+85296036777)

[linkedin.com/in/eric-cheung-hbsamp184](https://www.linkedin.com/in/eric-cheung-hbsamp184)

ericpufancheung.netlify.app

Hong Kong SAR • operating across Asia-Pacific

PROFILE

Three decades building and leading businesses across Greater China and the Asia-Pacific — first as a senior executive for Philips, GE, Carlsberg, Novartis and NetEase, today as a venture capital and family office principal investing at the intersection of healthcare, technology and cross-border growth.

30+

Years of senior leadership across Greater China and Asia-Pacific

US\$30M+

Medical equipment sourced and delivered to India with the Tata Trust

5

Global multinationals led at country or regional level

3

Boards and advisory councils served across Europe, Africa and Asia

PROFESSIONAL EXPERIENCE

2019 — Now

Hong Kong

Leaders Capital Company Limited

Founder & Chief Executive Officer

- Founded and led a venture capital and family office platform investing across Asia-Pacific markets.
- Spearheaded the sourcing and delivery of over US\$30 million in medical equipment to India during COVID-19.
- Partnered with the Tata Trust on logistics and distribution, materially reshaping medical supply into the region.
- Invests in India alongside Aranti Capital in partnership with the late Mr. Ratan Tata — the joint record featured above.

2015 — 2026

Hong Kong

Aranti Capital Limited

Founder & Chief Executive Officer

- Venture capital and family office mandate focused on the India—China corridor.
- Co-investment partnership with Mr. Ratan Tata from inception — the firm's English name was personally chosen by Mr. Tata.
- Deployed US\$200M+ across 30+ Indian startups with a combined valuation exceeding US\$3B.
- Breakout portfolio successes include Xiaomi India, Paytm, Ola and Abra.

2018 — 2020

China

Harvard Business School

Recruitment Partner (Part-time)

- Identified and recruited candidates in China for the HBS SELP programme.

2011 — 2015

Shanghai •
Guangzhou

Linksus Communication Group

Vice President

- Grew the group from inception into one of the largest marketing and PR agencies in Mainland China, with more than 1,000 staff.
- Directed high-profile campaigns for Unilever, Pepsi and BMW.
- Led the A380 launch campaign for China Southern Airlines.

2005 – 2011

Shanghai

Novartis China

Marketing Director

- Built the OTC and health & functional food business through innovative go-to-market strategy.
- Expanded online and offline channels to reach the #1 selling position in OTC and health food in China.
- Established Novartis as the #1 OTC brand in the Chinese market.

2002 – 2005

Beijing

NetEase

Vice President

- Drove the transformation of NetEase into China's first internet gaming company, setting the industry standard.
- Delivered the company's move to positive revenue — a historic first in China's internet sector.
- Contributed to strategic decision-making at one of the largest NASDAQ-listed Chinese portals.

1998 – 2001

Beijing

Carlsberg Hong Kong Brewery

General Sales Manager

- Directed sales and distribution strategy for Carlsberg in China.
- Oversaw the establishment of a new brewery in Shanghai enabling local production.
- Drove Carlsberg to become the #1 best-selling imported beer brand in China.

1994 – 1997

Hong Kong

General Electric

General Manager

- Introduced GE lighting products to the Chinese market, reaching #2 imported brand position.
- Built a distribution network for imported lamps across the market.
- Established Hong Kong warehousing and sourced production capacity in Indonesia.

1992 – 1994

Hong Kong

Philips Hong Kong

National Sales Manager

- Brought Philips Lighting to the Chinese market and established it as the #1 imported brand — earning the industry title “father of imported lighting in China”.
- Built a local distribution network spanning 50 Chinese cities.
- Curated the SKU range to local demand and grew sales six-fold.
- Initiated and delivered the landmark city-lighting project on the Bund, Shanghai.

1990 – 1992

Hong Kong

Jardine Matheson

Graduate Management Trainee

- Rotated through Jardine Logistics & Freight Forwarding, China Consumer Products and the Property Group.

BOARDS & ADVISORY ROLES

2026 – Present

Maastricht School of Management

Maastricht University • Netherlands

Member of the Advisory Board, contributing an Asia-Pacific perspective on curriculum, partnerships and regional positioning. MSM is one of the Netherlands' oldest international business schools — founded in 1952 and now part of Maastricht University's School of Business and Economics, with Triple Crown accreditation (AACSB, EQUIS, AMBA). Its MBA is ranked #2 in the Netherlands by Eduniversal, and its DBA programme is ranked #2 globally by DBAStudies.

2022 – Present

Global Council of Investment and Business Development for Africa

London, England • Registered under the Companies Act 2006 (England & Wales), No. 4825900

Member of the Board. Board advice and board governance for a council that has mobilised over US\$3 billion in sustainable investments across 16 projects in North-West Africa — achieved within four months — with a further US\$9 billion in commitments in the pipeline and a collaboration agreement signed with UNSDG.

2013

Harvard Business School, Harvard University

Advanced Management Program • AMP 184

Completed the Advanced Management Program, Harvard Business School's flagship senior-executive programme. Later served as an HBS Recruitment Partner in China (2018—2020).

1986 – 1990

The Chinese University of Hong Kong

Bachelor of Social Science

Major in Government and Public Administration; minor in Business Administration. Chairman of the Government and Public Administration Society, 1988—1989.

EDUCATION & EXECUTIVE PROGRAMMES

2013

Harvard Business School, Harvard University

Advanced Management Program • AMP 184

Completed the Advanced Management Program, Harvard Business School's flagship senior-executive programme. Later served as an HBS Recruitment Partner in China (2018—2020).

LANGUAGES

English

Fluent • verbal & written

Mandarin 普通话

Native • verbal & written

Cantonese 廣東話

Native • verbal & written

Project references and a detailed track record are available on request.

Updated 2026-10-01 • ericpufancheung.netlify.app