

Douglas Dean



Douglas is a business development, strategy expert and a world-class brand builder. He has over 25 years experience in industry and consulting including Chief Marketing Officer for Volkswagen commercial vehicles, Vice President of the prestigious Lausanne Hotel School and Advisor to Nestle-Nespresso's CEO.

As a senior executive, he has participated in and led major strategic initiatives including the development and implementation of a brand organization within General Motors International Operations, a new sales and service strategy for the dealership network for Opel/Vauxhall across Europe, repositioning products and services for VW commercial vehicle division as well as a major strategic overhaul of the Hotel School Lausanne to become a first rate learning and market oriented institution.

As a senior consultant, he led Nestle-Nespresso on its major strategic initiative to expand into own retail network. This distribution channel now accounts for over 30% of sales and is experiencing double digit growth.

Since coming to Asia 6 years ago, he has advised a number of start-ups, PLCs and Government Linked Companies on strategic initiatives aimed at increasing sales and profits.

Douglas is currently the CEO of Human Capital Group Asia Limited. In this capacity, he is coaching leaders and is assisting organizations to undergo cultural alignments and implement change management in order to improve competitiveness within increasingly complex markets.

Douglas holds a Masters of Science in Materials Engineering from Lehigh University in USA and an MBA from IMD in Lausanne, Switzerland.