### breadfiff

#### Life is a journey

- Breadtrip: 2012- Now (Beiing)
  - 30M active users, Raised 50M USD, 200 employees
- McKinsey&Co. 2009-2011 (Beiing)
- Melbourne-based high-tech startup: IntelliGuard
  2004-2009 (Melbourne, Beijing)
- Ph.D in Melbourne Uni.

2000-2004

- Bachelor of Engineering 1995-1999 (Wuhan, Hubei, China
- Starting point : Shaoyang, Hunan



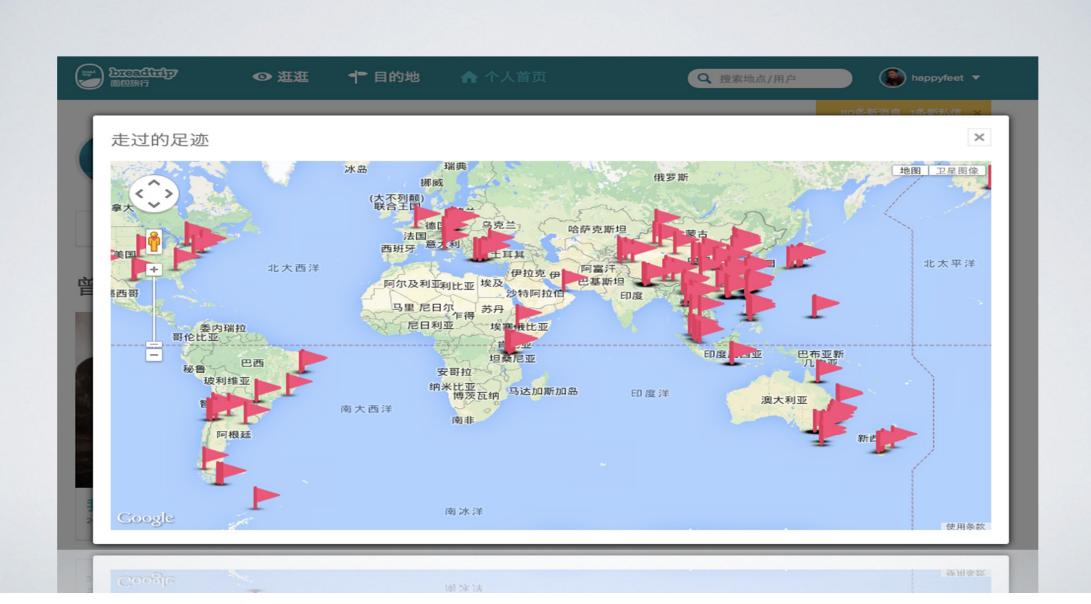
#### McKinsey&Company











# Breadtrip is the largest mobile travel community in China



RECORD THE MOMENT 记录



SHARE THE MOMENT 分享



REPEAT THE MOMENT 体验

breadtrip

## My view as an Australian alumni

- Alumni community is an eco-system, we are all part of it
- Active and effective alumni engagement is a sophisticated issue
- Alumni community is about bonding with the common experiences/values and grow with mutual benefits/support