

James Hardy

Founder & Strategist

"An authority on retail globalisation, ecommerce and online growth strategies."

James Hardy is an authority on retail globalisation, ecommerce and online growth strategies. He specialises in working with brands to future-proof their online expansion across diverse trading platforms (from Amazon and Alibaba to boutique marketplaces and own-brand sites).

TOPICS:

- Better Business Paradigms
- The Future of Business
- eCommerce
- Business Ecosystems
- Alibaba
- Alibaba & Amazon

LANGUAGES:

He presents in English.

IN DETAIL:

With a background in law and M & A, James previously served as Head of Europe for Alibaba. He then co-founded the UK's largest China-ecommerce exporter – an award winning, high growth platform that helped brands throughout Europe build market share in mainland China. James has worked on international ecommerce strategies for multiple FTSE 250 companies, identifying how brands can maximise their value to external, private, and public markets. He explores what the largest global conglomerates can learn from start-up methodology, and what smaller companies can learn from brands such as Alibaba about scaling their business. James's expertise has appeared in The Financial Times, Huffington Post, The Journal du Net, The BBC and China Daily News.

WHAT HE OFFERS YOU:

James uses his Alibaba experience to educate audiences on an alternative future for business. He illustrates how Alibaba's unique approach has allowed it to completely disrupt areas as diverse as ecommerce, traditional payments, cloud computing and small business loans and challenge established businesses in areas such as offline retail and logistics.

HOW HE PRESENTS:

An energetic and engaging speaker, James uses his Alibaba experience to educate audiences on an alternative future for business.