

Robert C. Sawhney - BIO

bob@srchk.com, www.srchk.com

Robert is the founder and managing director of SRC Associates Ltd, a pioneering Hong Kong based firm that works in the areas of strategic management, marketing, leadership, and internationalization services for professional service firms. Working throughout Asia and elsewhere, Robert has some 15 years experience in the Asian business environment and has developed a strong understanding of the business and cultural context of the region.

He is the author of 'Marketing Professional Services in Asia ' (Lexis Nexis, 2009) and has published numerous articles in prominent publications such as Hong Kong Lawyer, Hong Kong Economic Times, Business Times (Singapore), Lawyers Weekly (Aus), HK Accountant, and The Lawyer (UK), among many others.

Aside from his writing, Robert has worked with dozens of law firms and other professional service firms throughout Asia as well as providing workshops and education seminars accredited by both the Hong Kong Law Society and the Hong Kong Institute of Certified Public Accountants. He has a bachelors degree in management from Brunel University (London) and an MBA from the University of Lincoln.