



Serge Hoffmann

Partner

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Serge Hoffmann is a Partner in the Hong Kong office of Bain & Company. Serge is a leader in the Telecom, Media and Technology (TMT) Practice and Bain's Global Retail & Luxury Practice. He has more than 14 years of consulting experience and has led various assignments covering a continuum of business issues from CEO level to line management in both the Retail and TMT space, including numerous e-commerce related projects.

He has led several engagements for clients, covering a broad range of issues from strategy to turnaround, operational performance improvement, business model transformation and convergence. His expertise also relates to topline and bottom-line improvement, customer loyalty and retention (NPS), M&A/PMI and synergy capture.

Serge started his career in 1991 in the automotive industry at Ford Motor Company, in France, the UK and Central/Eastern Europe where he held several line positions in sales and marketing at headquarters as well as in national sales companies.

He joined Bain & Company, Inc. in September 2000 in Paris, after graduating from INSEAD (00J) and transferred to Asia in 2008. Serge is a native French and German speaker as well as a fluent English speaker.



Jessica Dai
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Jessica Dai is a manager in Bain & Company's Shanghai office. She joined Bain in 2008 after working in the investment banking industry for 2 years post MBA. Jessica first joined Bain's Shanghai office and also spent 2 years in Bain's Palo Alto office.

Jessica has served clients in a variety of industries: Tech, Telecom, Media and Consumer Products. She has developed deep experience in growth strategy, organization, and investment due diligence.

She is the co-author of Bain's China eCommerce reports and, in recent years, has focused on the digitalization and big data topics that sit between Technology and Consumer Products. She also has extensive exposure in the Internet and Media space, looking at B2C2B business models.

Jessica began her career in commercial banking at Commerzbank and ING, where she focused on credit analysis and corporate banking. Post MBA, she joined JPMorgan's investment banking division in Hong Kong, where she focused on real estate sector.

Jessica holds an MBA from UCLA Anderson School of Management and bachelor from Tongji University.