

**Alok JAIN, former D. Operations Director of KMB Hong Kong and General Manager-Marketing of MTR Corporation and Managing Director, Trans-Consult Asia, Hong Kong**



Alok is the Managing Director of Trans-consult Asia, a boutique management- consulting firm, with offices in Hong Kong and India, specializing in Traffic and Transport advisory services.

From June 2013 to December 2016, Alok was Deputy Operations Director of The Kowloon Motor Bus Co. (1933) Ltd. (KMB), and led the strategy and planning for improving efficiency, instilling process management, and restructuring the network. His portfolio also included all the ticketing and fare related aspects. He spearheaded the R&D work on the implementation of new technology and SMART mobility.

Prior to KMB, he was Director of Trans-consult Asia Ltd., Hong Kong, and MVA Asia Ltd., Hong Kong, and led the design and planning of many large-scale transport infrastructure projects in South-Asian region.

Alok earlier worked for MTR Corporation / KCR Corporation, Hong Kong for 12 years. In his last position as General Manager-Marketing, he was heading the Marketing Department, accountable for meeting revenue targets and developing business strategies for pricing, ticketing, railway service planning, advertising, promotion and passenger communications. He has also worked in the areas of railway/metro project planning and management, operations planning, testing and commissioning of new lines, revenue management, financial appraisals, and strategic planning, and been part of many metro benchmarking studies as a part of his involvement with UITP and COMET/NOVA.

Alok played an active role in a number of other business organizations and worked in many countries in a career spanning over 25 years. With several publications to his credit including contribution to a book on best practices in railways operations and management, he is a regular speaker on multi-modal integration, public transport operations & management, SMART mobility, and clean vehicle technologies. He is an Assistant Professor (part-time) at University of Hong Kong, and serves as a Member in Transport Policy Committee of the Chartered Institute of Logistics and Transport in Hong Kong.