

## Pammy Fung, Brand Ambassador

FCPA, FCCA, FCA, AICPA, BBA

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### Experience

- Pammy has been in the public accounting profession for over 30 years. She started her career in the audit division at a Big 4 international accounting firm and provided professional services to clients, including auditing, tax planning, company secretarial services and business consultancy.
- In 1992 Pammy became a Partner of CCIF CPA Limited and was involved in audit, internal control system review, tax, company secretarial services and staff training. Following the merger of the firm in 2010, she became our Director. Since 2019, she serves as a Principal Consultant of our group. While assuming full responsibilities in recent years for overseeing human resources, administration and IT matters of the company, and global trademark registration service, she has also taken up additional role to serve as the company's Brand Ambassador to implement global branding projects of Crowe Global.
- Pammy is experienced in talent recruitment and training planning. She is responsible for developing training programs for clients and directors of listed companies. Training topics include updates on accounting, auditing and listing rules, company secretarial and corporate governance principles.
- Pammy had served in various committees of the Hong Kong Institute of Certified Public Accountants (HKICPA) for more than 10 years since 2004, including the Practice Review Committee, the Professional Conduct Committee, the Small and Medium Practitioners Committee and the Accountancy Manpower Research Advisory Panel of the HKICPA. She was also an advisor of the Executive Committee of a youth organization, Society of Boys' Centres, from 2002-2019.

### Professional Affiliations

- Fellow of the Hong Kong Institute of Certified Public Accountants
- Fellow Chartered Certified Accountant
- Fellow Chartered Accountant
- Member of the American Institute of Certified Public Accountants

### Services Focus:

- Human resources
- Training

### Industry Focus:

- Education
- Human resources
- Non-government organizations / charities

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## **Education**

- Bachelor of Business Administration

## **Community Involvement**

- Member of the Professional Conduct Committee of the Hong Kong Institute of Certified Public Accountants (2014-2019)
- Member of the Accountancy Manpower Research Advisory Panel of the Hong Kong Institute of Certified Public Accountants (2019)
- Member of the Practice Review Committee of the Hong Kong Institute of Certified Public Accountants (2008-2012)
- Member of the Small and Medium Practitioners Committee of the Hong Kong Institute of Certified Public Accountants (2004-2007)
- Advisor of the Executive Committee of Society of Boys' Centres (2002-2019)