

Aaron Lee



Group Chief Executive, Jardine Restaurant Group

Aaron Lee has been the Group Chief Executive of Jardine Restaurant Group (JRG) since October 2021. He leads the overall business strategy of JRG, as well as the Pizza Hut and KFC operations in the markets of Hong Kong, Macao, Myanmar, Taiwan, and Vietnam. With a portfolio of over 1,000 restaurants and a team of 25,000 employees, Aaron is dedicated to sharing JRG's passion for food and bringing smiles to people's faces.

Aaron joined Jardines in September 2016 as the Managing Director of Zung Fu Hong Kong & Macao, where he led the businesses of Mercedes-Benz, Smart, Hyundai, and Foton brands of automobiles in Hong Kong and Macao. In 2019, he was appointed as the Managing Director of Zung Fu Group, expanding his scope to lead all Jardines' automotive business in Greater China. Under his leadership, Jardines' automotive business achieved an annual volume of over 50k vehicles sold and more than half a million vehicles serviced, along with best-in-network customer satisfaction scores and OEM recognitions.

Before joining Jardines, Aaron held senior positions at the Boston Consulting Group, Bain Capital, and Esquel Group, where he gained extensive experience working with Fortune 500 clients across sectors, tackling topics from market entries to transformations in consulting, private equity, and retail.

Beyond his professional endeavours, Aaron is an active contributor to the communities he is a member of. His public service roles include:

- Executive committee member of the Hong Kong Retail Management Association (since 2021)
- Member of the Board, Community Chest of Hong Kong (since 2020)
- Member of the Board of Governors, Matilda International Hospital (since 2022)
- Ex-Executive Committee member (2017-2019) and ex-Vice Chairman (2019-2021) of the Motor Traders Association of Hong Kong
- Member of the Young Presidents' Organization (YPO) Pan Greater Bay Area Chapter (since 2019)
- President, St. Louis School Old Boy Association (since 2023)

Aaron holds a BBA from the Chinese University of Hong Kong, and an MBA from the Wharton School of the University of Pennsylvania. He is also a Chartered Financial Analyst (CFA). He is married with 2 children, and passionate about food exploration, sports, and travel.

李龍基先生 (Aaron) 擁有賓夕法尼亞大學沃頓商學院工商管理碩士學位，曾於顧問公司和私募基金擔任管理階層。自2021年10月起擔任怡和餐飲集團行政總裁，帶領集團25,000名員工的團隊，並制定集團超過 1,000 家餐廳的整體業務策略，包括Pizza Hut必勝客和KFC肯德基在香港、澳門、緬甸、台灣及越南等市場的業務。

Aaron於2016年9月加入怡和集團時，擔任集團旗下的仁孚行香港及澳門區常務董事，2019年被任命為仁孚行集團常務董事，負責中國與港澳地區的汽車業務，帶領集團的汽車業務達到年銷量超過 5 萬輛。

Aaron 亦有參與不少公職，他現時是香港零售管理協會執行委員會成員、香港公益金董事會成員、明德國際醫院董事會成員、青年總裁協會泛大灣區分會會員，亦曾任香港汽車商會副會長。