

IAAPA Institute for Attractions Managers

Teaching Faculty – Biography



JOSEPH LEUNG, ICAE REVENUE OPERATIONS



Senior Director, Food Service Operation, Universal Studios Beijing

Joseph has over 30 years of varied experiences in Finance, Hospitality, Satellite Communication and Tourism. He started in Switzerland after he graduated from Hotel Management School there.

He began to work in the French part of Switzerland at the Communal Multifunctional Complex (Dining, Event & Catering, Lodging) of La Chaux de Fonds (whereby all the famous watches are based nearby - Edel, Tissot, Montblanc, Zenith, Ulysse Nardin....etc) as Aide-de-Patron.

When Joseph was in Ocean Park, under his direct areas, he has achieved 9 successive years of record breaking in-park sales growth in Gross Revenues, Net Revenues, Per Capita Spending and Profits in all in-park areas. (Food & Beverage, Retail, Games, Photos and all revenue operations under third parties & concessionaires and with supporting functions of Staff Cafeteria, Central Kitchens, ISO 22000 Quality Control Office, Logistic Support, Warehousing & Dispatch).

He has various positions with the following State-owned and Multinational Organisations like: China Aerospace, Efficiency Unit of the Financial Secretary Office of the Hong Kong SAR Government, Lufthansa Airline Group, Mövenpick, Sheraton, Sodexo, Swissair Group, Trusthouse Forte...etc, which brought him to countries like Australia, Belgium, England, People's Republic of China, Switzerland and others.

Joseph is a naive Hongkonger with Scottish Heritage, he speaks and writes Chinese, English, French, German and he has 4 nationalities.