Sam Wong 黃力桐

Corporate AI Trainer, Hong Kong

Co-Founder & Director of Academy, Adaptig

Previously: Founding Member, DotAI (2024–2026)

Registered Speaker, Hong Kong Productivity Council (HKPC) · Official Trainer Partner, Hong Kong College of Technology (HKCT) · Member, Programme Validation Panel, HKCT Institute of Higher Education · MA, The Chinese University of Hong Kong

11,000+	70+	13	300
people trained	organisations	countries	one-on-one advisory sessions

PROFILE

Sam helps professional teams turn AI from interesting into usable. His sessions start from the participants' own work, run hands-on, and end with workflows people can use the next day. Before training full time he was Executive Assistant to the President of ThreeSixty Group (Sharper Image, FAO Schwarz), and Executive Assistant to the CEO and then AI Product Manager at RENPHO, so he teaches both the leadership decision to adopt AI and the day-to-day practice.

SELECTED ORGANISATIONS TRAINED

Organisation	Programme	When / scale
A major Hong Kong bank	Five online AI sessions for staff across departments, in Cantonese and English	2025 · 1,500+ participants in 13 countries · 9.2/10 average satisfaction across the five sessions
The College of Surgeons of Hong Kong	AI Workshop for Surgeons: a demonstration evening, a hands-on evening and a virtual Q&A clinic	Aug 2026 · 86 surgeons enrolled
Garden	Department-by-department AI programme, from HR to senior management, inside the company's IT policy	Since Jul 2025 · 20 sessions across 7 cohorts in 2026 · 100+ colleagues
Chow Tai Fook	AI creative and design-thinking workshops for product development teams	2024, 2025 and 2026
The Hong Kong Jockey Club	Two-day workshop on AI for business communication, Management Trainee Programme	Apr 2025
CLP Power	AI-agent module inside the company's own Microsoft 365 Copilot, for marketing, sales and customer-insight teams	Dec 2025
China Travel Service (Hong Kong)	AI agents for culture and tourism, built on mainland tools (DeepSeek, Jimeng, Kling)	Jul 2025
Arup University	Lunch & Learn: data safety first, then a Copilot and Canva workflow	Mar 2025
Hong Kong College of Technology	Staff Development Day talks and a monthly AI learning community	Apr 2025 to present · about 400 staff per Staff Development Day
YPO, Los Angeles	Hands-on AI workshop and the 45-minute AI Show on stage	Nov 2025

TRAINING TOPICS

1 AI for business communication
Memos, briefings, stakeholder emails and presentations with a three-layer prompt method.
Delivered for: Hong Kong Jockey Club

2 Microsoft 365 Copilot in daily work
Documents, data and reports inside the company's approved tools and data rules.
Delivered for: a major Hong Kong bank, Garden, Arup

3 AI agents and workflow automation
Agents for reports, analysis and customer service, built in tools the company already has.
Delivered for: CLP Power

4 AI for marketing, design and content
Images, video, posters and pitches, on Western or mainland tool stacks.
Delivered for: Chow Tai Fook, China Travel Service

5 AI adoption for leaders and teams
Data-safety rules, department roll-outs and internal AI champions.
Delivered for: Garden, HKCT

6 The AI Show
A live stage demonstration that builds a business with AI, for conferences and large groups.
Delivered for: YPO Los Angeles, College of Surgeons

FORMATS AND LANGUAGES

Keynotes and the AI Show · half-day and full-day workshops · multi-cohort programmes · online series · follow-up Q&A clinics

Teaching languages: Cantonese and English

Case write-ups: hyperfocusam.com/case-notes

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