



Professor Richard Li-Hua

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Professor Richard Li-Hua, PhD, is currently President of ELITE Innovation College Cambridge, UK. He is the Founder of China's Embracing Innovation theory and is well-known for his research on China's innovation and innovation strategy. He was Visiting Scholar at Judge Business School, Cambridge University, UK (2009) and is currently Strategic Adviser at Research Center of Technology Innovation, Tsinghua University, China. He is also the Founder and President of China Association for Management of Technology (CAMOT) founded in 2006 at Tsinghua University.

He is a transformational leader with resilience who managed SIAS International University, an Sino-American university in China and managed New Beacon Campus, a large and comprehensive campus in the UK with a strong leadership (2014-2020). He has a passion and strong commitment for global higher education with well-established leadership experiences in both public and private sectors of the global higher education in the UK, US and China.