

CHINA CROSSROADS

Thursday, June 15th, 2023, 19:30 – 21:00

The naked Story: Strategic Business Decisions of a Homegrown Success

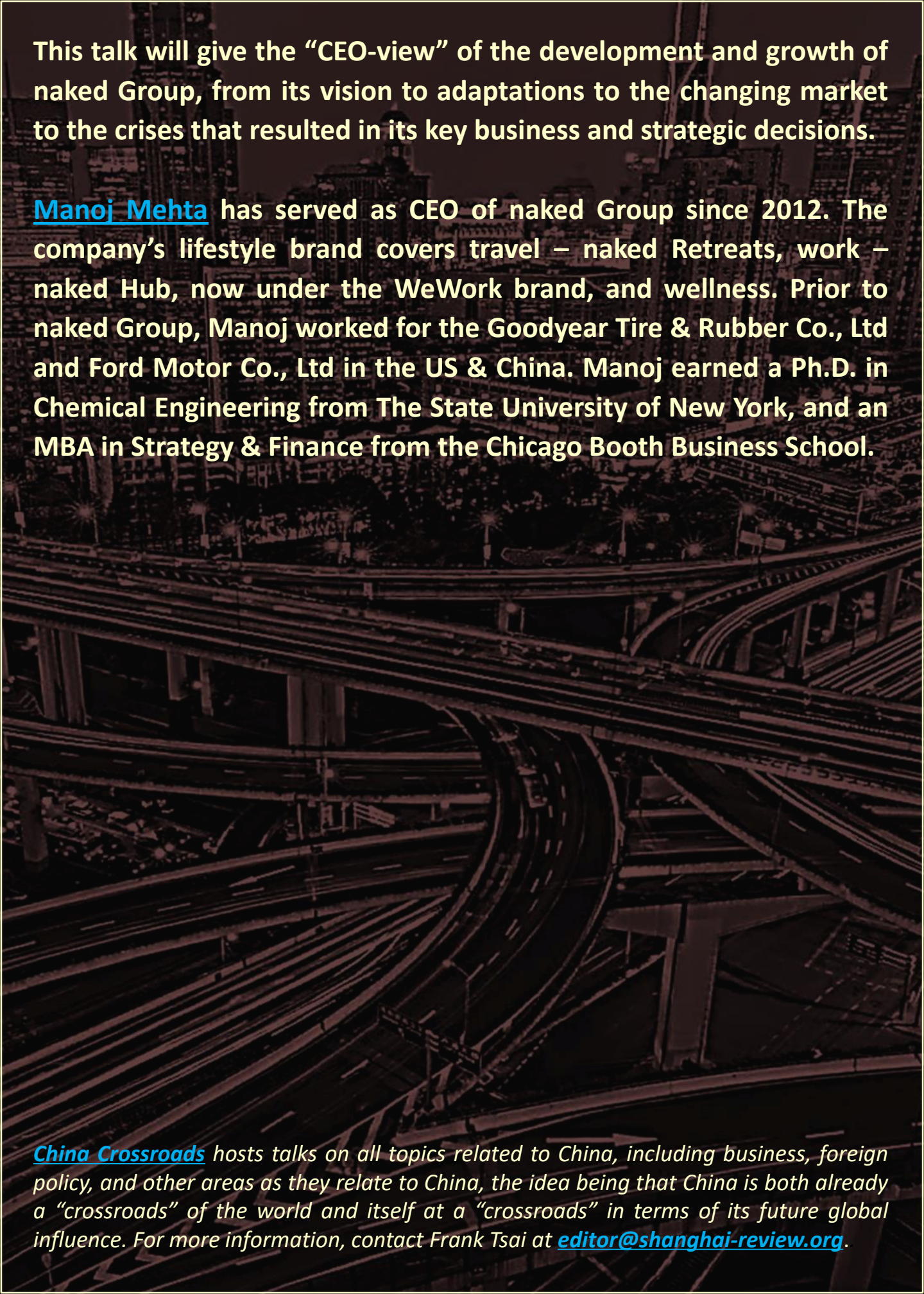
Manoj Mehta

CEO of naked Group

Sustainable Retreats and Co-Working Spaces

WhiteSpace | Jianing Building 5F | 500 Yanan Xi Lu
150rmb admission with drink | FREE for members
Scan to RSVP or email editor@shanghai-review.org





This talk will give the “CEO-view” of the development and growth of naked Group, from its vision to adaptations to the changing market to the crises that resulted in its key business and strategic decisions.

[Manoj Mehta](#) has served as CEO of naked Group since 2012. The company’s lifestyle brand covers travel – naked Retreats, work – naked Hub, now under the WeWork brand, and wellness. Prior to naked Group, Manoj worked for the Goodyear Tire & Rubber Co., Ltd and Ford Motor Co., Ltd in the US & China. Manoj earned a Ph.D. in Chemical Engineering from The State University of New York, and an MBA in Strategy & Finance from the Chicago Booth Business School.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a “crossroads” of the world and itself at a “crossroads” in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.