



Cheryl Gilbert

General Manager | IKEA Hong Kong & Macau
(Dairy Farm Group)

總經理 | 宜家家居 (香港及澳門) [牛奶國際集團]

Cheryl Gilbert is the General Manager for IKEA Hong Kong & Macau. She started in IKEA Hong Kong as the Head of Business Development, responsible for Property and Expansion before becoming the Deputy Retail Manager and eventually taking her current role. She joined IKEA Hong Kong after nearly ten years with Inter IKEA Systems, the IKEA franchisor.

Currently she manages the IKEA business in Hong Kong and Macau, operated by The Dairy Farm Pte Ltd. She has the responsibility to secure a successful IKEA business, which is run according to the IKEA Concept and delivers in line with the owner expectations.

She has a background that includes Retail Management, Property, Retail Expansion, Programme Management, IT Management, Technology Strategy Consulting, and Negotiation/Facilitation.

Cheryl Gilbert是現時香港及澳門宜家家居的總經理，她與宜家家居的特許經營商Inter IKEA Systems B. V.合作近十年後加入香港宜家家居。她於香港宜家的工作始於擔任業務發展主管，負責物業和擴張，及後成為零售副經理再繼而擔任現時職務。

目前，她管理牛奶公司旗下於香港及澳門經營的宜家家居業務，確保宜家業務的成功，並根據其理念營運，以符合持有者的期望。

她的專業背景包括零售管理、物業、零售擴張、項目管理，IT管理、技術策略諮詢及談判 / 協調。