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北京新意互动广告有限公司 首席运营官



拥有十多年的广告公关营销顾问经验，是广告传播界资深的专业经理人。

自 1990 至 2004 年，在台湾曾服务多家 4A 公司，以及担任决策公关顾问公司总经理等职务，服务过的客户包括联合利华，黑松饮品，神达电脑，和华信银行等主要客户。2004 年，离开台湾加

入北京奥美，担任北京奥美行动营销总经理，服务的客户主要有宝马，摩托罗拉，中国移动，微软，搜狐，迪士尼，中美史克，金佰利，科达，汤浅电池，西联汇款，中化化肥等。

2007 年 2 月迄今，担任易车集团副总裁，新意互动广告公司 COO，同时兼任中央财经大学运动经济与管理学院兼职教授。

毕业于台湾大学政治学系，接着进入台湾大学政治学研究所就读。1997 年入学上海复旦大学国政系博士班，主修国际关系，2001 年获得法学博士学位，是复旦大学第一位来自台湾的国关关系专业法学博士。曾担任上海交通大学国际关系学院讲座教授，武汉华中理工大学广告系讲座教授，台湾东华大学大陆研究中心特约研究员，以及中华台北奥林匹克委员会行销顾问。

新意互动对新媒体的发展一直保持着极大的关注，并且已研究应用到网络营销全案当中。吴孝明博士曾受多次邀参加媒体活动并作为嘉宾进行发言。曾发言主题包括“新媒体营销，一切皆有可能”“经济寒冬突显新媒体营销价值”等。

Jeffrey is a professional in communication, with nearly 2 decades experience of advertising, PR and marketing, and his key accounts includes: Ford, BMW, Motorola, China Mobile, Microsoft, Disney HK, GSK, Kimberly, Kodak....

Jeffrey has been working in Taiwan 4As since 1990, and joined Ogilvy Beijing as the GM of Ogilvy Action in 2004. In 2007, he becomes the VP of Bitauto Media Group and the COO of CIG. Jeffrey is also a professor in the College of Sport Economics and Management of Central Financial and Economic University.

Jeffrey graduated from the department of Political Science of National Taiwan University, and earned his Ph.D degree from Shanghai Fudan University in 2001, Fudan's 1<sup>st</sup> Ph.D of International Relations major from Taiwan.

CIG aims at the development of new media, and its application in the total solution of internet marketing. Jeffrey is always invited as the speaker of many media and forums, and has addressed many topics like: "Everything is possible in new media marketing", "New media marketing is more valuable in the severe economic storm".