

Carol Potter

Carol Potter arrived in China as CEO of BBDO China, based in Shanghai, in April 2006.

Having worked successfully in Australia, Japan, the USA and Europe, marketing and advertising the world's most famous brands, she is one of the most experienced women in global advertising.

Some of the companies and brands she has worked with include Unilever, Pepsi, Visa, Kelloggs, United Biscuits, Avis, Parker Pens, Reckitt Colman, Dunlop, Cinzano and Nivea. She spent between 2001 and 2004 running the De Beers account globally. During that time more women in the world received a diamond than ever before.

Before moving to Shanghai Carol was no stranger to China having spent six years marketing a diverse range of products, from diamonds to detergents, to the Chinese consumer.

Carol is a fellow of the Royal Society of Arts, a member of D&AD and of the Film Business Academy Advisory Board. She also sits on the UK Board of Special Olympics.