

Prior to assuming the role of ECD for China in BBDO China, Leong has honed his advertising concept and craft in agencies across Asia, including DDB Singapore, Y&R Asia Pacific, BBDO Singapore, as well as Leo Burnett Shanghai.

He has won a slew of international awards such as Clios, One Show, Cannes, MEDIA, Asia Pacific Advertising Festival, as well as a numerous other show. More in 2008, BBDO China also won the Media Magazine's 2008 enactment of the annual North Asia region, "Agency of the Year."

Leong also lead a double life as an award-winning music composer. He has written song for Andy Lau, Ah Do and other notable Asian stars and won lots of renowned music awards. More it is worth mentioning that he also made a theme song for the 2010 Shanghai World Expo.

在担任 BBDO 中国区执行创意总监之前, Leong 曾任职于亚洲各大广告公司,其中包括新加坡 DDB, 亚太区 Y&R, 新加坡 BBDO, 以及上海李奥贝纳。

他囊获了一系列的国际奖项,其中有 Clios, One Show, Cannes, MEDIA, 亚太国际广告奖, 以及其他奖项。更在 2008 年, BBDO 中国区还摘得了 Media 杂志颁布的 2008 年度北亚地区“最佳广告公司”。

除了广告人的身份之外, Leong 的另外一重身份就是一名成功的作曲人。他曾为刘德华, 阿杜和其他知名的亚洲艺人写歌, 并获得诸多奖项。更值得一提的是他还为 2010 年上海世博会作了主题曲。