



Tomaz Mok (Mok Hong Suen)

Managing Director / SGM Works - McCann Erickson Guangming Ltd.

EVP / Professional Management / McCann Worldgroup - China

Tomaz Mok has been in advertising for 34 years and in the past 26 years he served McCann Erickson in Hong Kong, Singapore, New York, Taiwan and China.

In 1998, he was promoted as Managing Director for the Beijing office, while still holding overseeing the creative development in China for prioritized accounts.

During his career with McCann, Tomaz worked on many international brands such as General Motors, Coca-Cola, Nestle, Microsoft, Intel, Johnson & Johnson, UPS, MasterCard, Levi's, Darlie, Bacardi, Wall's Ice Cream, Kangshifu Snacks and President Noodles, just to name a few. Throughout his time in Asia, Tomaz's works have been recognized by numerous international creative events: Cannes, Clio, New York Festival, Cresta and London Advertising Festival, etc.

Among his contributions, Tomaz is a founding member of LongXi International Chinese Advertising Awards. He served three times as a jury member for Cannes, representing China, Taiwan and Hong Kong. He was also a jury member for the Clio Awards, The New York Festival, Ad Fest, Media Best of the Best, Times and LongXi awards event. In addition, he is an advisor to the Clio Awards and a board member of The New York Festival.

Tomaz is an enthusiast in helping the advertising industry developed in China. He helped to promote Cannes, Clio and NY Festival to the local community. He is an appointed advisor to the China Advertising Association (The State Bureau for Industry and Commerce), with a focus on academic and advertising aspects. Since 1996 he has addressed numerous speeches in 30 cities in China on the subject of creativity in advertising.