

Tom Doctoroff, JWT North Asia Area Director Greater China CEO

Tom, born and bred in America's Detroit and educated in Chicago, somehow took a detour to Hong Kong in 1994 and never quite made it back to the States. In the meantime, he has become one of Asia's most respected advertising minds. His unique combination of pan-Asian work, plus more than a decade based in China, has made him a leading expert in the cross-border management of brand architecture and brand building.

He has appeared regularly on CNBC, NBC's *The Today Show*, Bloomberg and National Public Radio and is frequently featured in publications ranging from the *Financial Times* and *Business Week* to the *Wall Street Journal* and the *New York Times*. Furthermore, he is a sought after keynote speaker for events such as the International Advertising Association's global symposium, University of Chicago's Global Management Conference, the China Luxury Summit and the JPMorgan Asia Pacific Equities conference.

Tom started his advertising career at Leo Burnett in Chicago but soon jumped ship to JWT (Chicago). In 1994, Tom moved to Hong Kong as Regional Business Director for clients such as Pepsi, Philip Morris/Kraft and Citibank. In 1998, he landed in China as the Managing Director of JWT Shanghai. In 2002, he was appointed Northeast Asia Area Director (China, Taiwan, Hong Kong and Korea) and Greater China CEO and in 2008 promoted to North Asia Area Director (China, Taiwan, Hongkong, Korea and Japan). Through diversification into customer relationship marketing (CRM) and trade marketing, promotion network management and brand identity/design, JWT North Asia has emerged as one of the most synergistically integrated, creatively dynamic communications networks. Some of JWT China's key clients include: Unilever, DeBeers, HSBC, InBev, Ford, Nokia, Perfetti and Nestle as well as several leading local enterprises such as China Telecom, Yili dairy and Anta shoes.

Tom is the recipient of the "Magnolia Government Award (白玉兰政府纪念奖)," the highest honor given by the Shanghai municipal government to expatriates and was selected to be an Official Torchbearer for the Beijing 2008 Olympics. He is also the author of the best-selling book "Billions: Selling to the New Chinese Consumer."

Tom completed his undergraduate studies at Northwestern University (Evanston, IL) and his MBA at the University of Chicago.