



KERLI TEO
HEAD OF CONTENT PRODUCTION
WIEDEN & KENNEDY

Lured by Shanghai's vibrancy, Kerli packed her bags to move to China 2 years ago, helping clients and agency optimize their budgets and timelines effectively and supporting creatively to churn out content within and beyond mainstream advertising. She believes that putting together the right talents and team is key to making brilliant work.

Before Wieden & Kennedy Shanghai, she has worked in M&C Saatchi, BBDO and BBH Asia Pacific.

Over the years, Kerli has Coked out, guzzled Tiger Beer and Smirnoff Vodka, binged on KFC and Pizza Hut, swiped her Visa card, blabbered on MSN, attempted to quit smoking with Nicorette, dispatched via Fedex, owned a Volkswagen and Sony Bravia, clothed in Levi's and smeared herself with Vaseline. Right now she is clad in Nike and Converse shoes while jumping in and out of conference calls with her Nokia phone.