

Jeffrey WU

VP of Bitauto Media Group & COO of CIG

Jeffrey is a professional in communication, with nearly 2 decades experience of advertising, PR and marketing, and his key accounts includes: Ford, BMW, Motorola, China Mobile, Microsoft, Disney HK, GSK, Kimberly, Kodak....

Jeffrey has been working in Taiwan 4As since 1990, and joined Ogilvy Beijing as the GM of Ogilvy Action in 2004. In 2007, he becomes the VP of Bitauto Media Group and the COO of CIG. Jeffrey is also a professor in the College of Sport Economics and Management of Central Financial and Economic University.

Jeffrey graduated from the department of Political Science of National Taiwan University, and earned his Ph.D degree from Shanghai Fudan University in 2001, Fudan's 1st Ph.D of International Relations major from Taiwan.

CIG aims at the development of new media, and its application in the total solution of internet marketing. Jeffrey is always invited as the speaker of many media and forums, and has addressed many topics like: "Everything is possible in new media marketing", "New media marketing is more valuable in the severe economic storm".