Eunice Wong, Chief Brand Consultant

Wowwowtank, Hong Kong, Greater China

Eunice Wong has a stellar record implementing business results-oriented, multi-channel marketing in Greater China and APAC, covering communications, product development, market development, data application, and business strategic planning. Her achievements earned her recognition as 50 Most Influential Persons in Asia & Middle East on Event Marketing, Woman of the Year (Advertising, Marketing, and Public Relations) in Stevie Awards for Women in Business, and 20 Women to Watch in Greater China/ Greater China Strategic Planner of the Year/Greater China Marketer of the Year/ APAC Account Servicing of the Year from Campaign Asia, plus 200+ marketing and communications awards. She is also an active judge in international awards and a popular university speaker.

Before joining wowwowtank, Eunice was the Chief Growth Officer in Greater China for Ketchum, Chief Strategist at McCann Hong Kong, Chief Marketing Officer for Touchmedia Group and South China Media Group, Managing Director at McCann Shanghai and Hachette Filipacchi Taiwan, Director of Marketing at Pizza Hut HK/Macau/Vietnam, and Vice President for DDB Worldwide in Taiwan/HK and for CitiCorp Asset Management Asia. She is also a Fellow Chartered Marketer of The Chartered Institute of Marketing, with a double master’s in Strategic Marketing and Business Research. She is pursuing her Doctorate in Business Administration with a research focus on Chinese global brands.