



Sep 21, 2019 Greater China

Onboarding of Effie Greater China Council Members Marks New Chapter Of Effie Awards Greater China

September 21, 2019 (Beijing) – Effie Greater China announced the onboarding of its Council Members at the Establishment Ceremony and Council Meeting, held at the Baidu Building. Effie Worldwide appointed IBM Vice President and Greater China Group Chief Marketing Officer Ms. Gill Zhou as the Chair of the Effie Greater China Council. Zhou and thirteen Chinese marketing industry leaders will form the Effie Greater China Council. Together, they will work to drive the growth of Effie Awards' programs and brand development in the Greater China market.

Effie Greater China's 2019 Final Round Judging took place at the same time on 21 September. In the presence of 120 Effie jury members, Ms. Gill Zhou issued certificates to the new council members.

The Effie Greater China Council Members and 120 Effie judges took a group photo together following the ceremony.

Council Members Will Promote The Standard Of Marketing Effectiveness In China

The Effie Greater China Council is comprised of 14 marketing veterans with rich industry experience, with influence from Advertisers, Agencies, IT, Academics, and other fields. Council Members coming from different fields and professions will provide support from different perspectives to lead and define the standard of effective marketing via Effie Awards and other upcoming projects, including Effie's

educational programs.

Effie Greater China Council Members:

Chair of Council: Gill Zhou, VP & CMO, IBM Greater China Group

Council Members: (Alphabetical order according to Chinese Surname)

Chuanling Cheng, General Manager Marketing, Haier Group

Haiyun Ding, SVP, Suning

Jianmin Jia, Presidential Chair Professor, Chinese University of Hong Kong (Shenzhen)

Jean Lin, CEO Isobar Global

Helen Luan, SVP, Tencent

Xavier Sun, COO, Hylink

Selina Teng, President, Ogilvy Beijing, Co-Chair, China 4A

Vivian Wang, CMO, Iqiyi

Alex Xu, Managing Director, Effie Greater China, SVP, Effie Worldwide

Foyu Yuan, VP, Marketing & Public Relations

Brad Zhang, CEO, Wanda Media

Rui Zhang, Founder, Chairman, CEO, SOCIAL TOUCH

Ying Zhang, Professor of Marketing, Peking University Guanghua School of Management

About Effie®

Effie is a global 501c3 non-profit whose purpose is to lead and evolve the forum for marketing effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. The organization recognizes the most effective brands, marketers and agencies, globally, regionally and locally through its 50+ award programs across the world and through its coveted effectiveness rankings, the Effie Index. Since 1968, Effie is known as global symbol of achievement, while serving as a resource to steer the future of marketing success. For more details, visit effie.org.

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