



**MARKETING**PULSE



**eTAILING**PULSE

**19/3/2025**

**Hong Kong Convention and Exhibition Centre**

# TRACKING THE GLOBAL MARKET'S PULSE

MarketingPulse and eTailingPulse offer Asia's marketers, agencies and e-commerce experts a knowledge exchange and partnership building platform. Apart from obtaining latest market intelligence and learning best-practices from industry leaders, participants can also build cross-sector connections and discover latest customer experience innovations by joining. The event stages inspirational talks from creative minds of leading brands and agencies, practical know-how workshops on digital strategies, as well as vibrant networking opportunities to connect attendees with experts in Hong Kong and around the world.



#MarketingPulse  
<https://marketingpulse.hktdc.com/>

#eTailingPulse  
<https://etailingpulse.hktdc.com/>

# Event Overview



MARKETINGPULSE eTAILINGSPULSE  
**MASTER THE FUTURE**

Fortnum's Royal Warrants



# Who Should Attend?

## MARKETERS

- Retailers and brand owners
- C-suite level executives
- Sales & marketing enthusiasts
- Entrepreneurs & start-up practitioners
- Digital strategists
- Key opinion leaders
- Manufacturers

## AGENCIES/MEDIA

- Advertising agencies
- Creative agencies
- PR agencies
- Social media platforms
- Media and publishers
- Brand consultants

## E-COMMERCE PROFESSIONALS

- E-tailers
- E-commerce enablers
- Online marketplaces & platforms

and many more...



# Key Topics

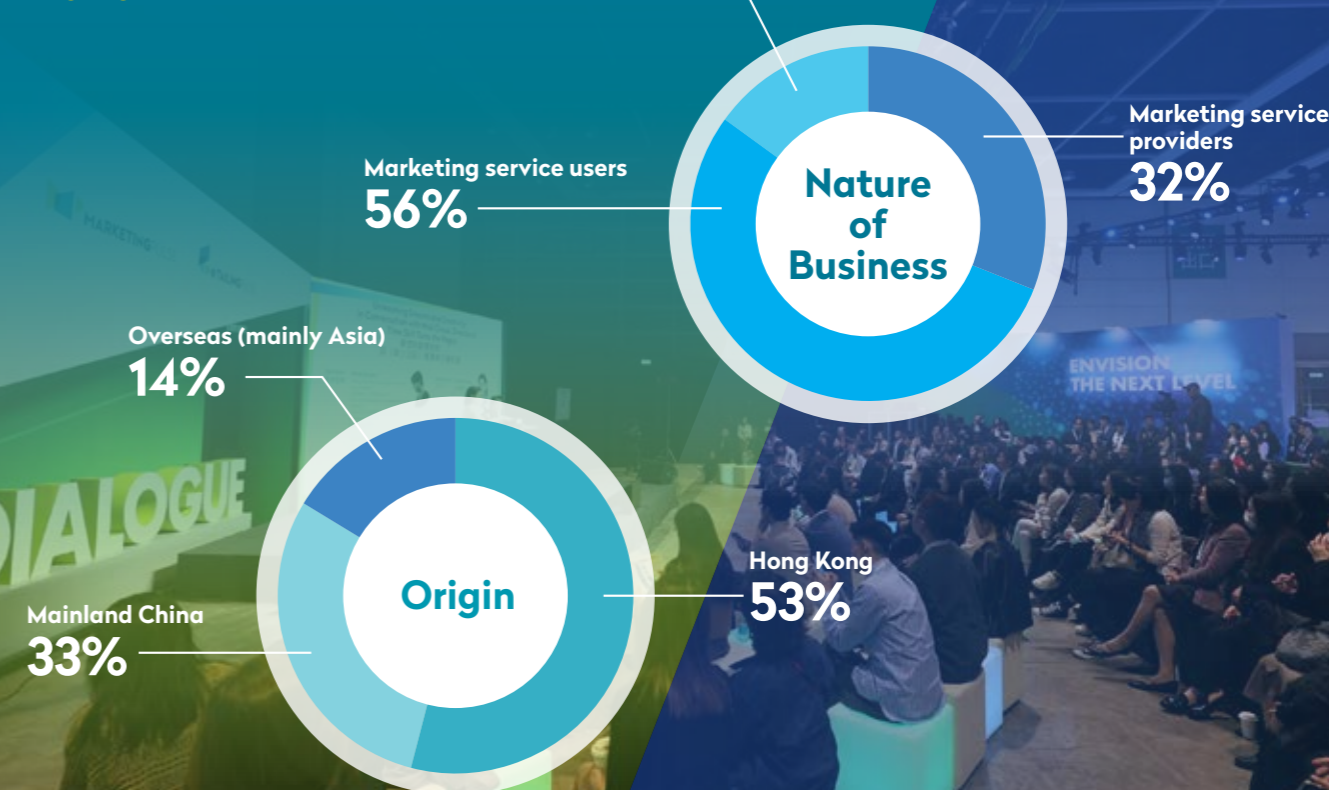
- From Insights to Breakthroughs: Unleashing Innovation through Customer Understanding
- Art & Culture for Global Brand Marketing: Forget the cliché gallery sponsorship!
- Rising Stars' Success Stories
- Award-winning Creativity
- Inclusiveness & Beyond: Embracing Neurodiversity in Marketing
- Happy tension: The power of CMO and CFO partnership
- Sustainability vs Green Washing
- "She Economy" and How Brands Can Tap Into It?
- ASEAN Market e-Commerce Trends
- 2025 Best Commerce Practice & Tech
- Is your Brand Halal-ready? Unlocking Halal Market Opportunities
- Integrating CSR and Youth Engagement for Modern Marketing Success
- The Power of Words - The Art of Copywriting
- The Age of Atomisation: Marketing Strategies Targeting Single-person Households



And more...

# Participants

Profile



# Past Speakers



**Ibbly Abutarboush**  
PT Putragaya Wahana  
CMO (Present)  
**Arsenal Football Club**  
Brand Marketing Consultant  
(2023-2024)  
**NIKE**  
Brand Defining & Purpose Marketing  
Director (EMEA) (2021-2022)  
Marketing Director for  
Cristiano Ronaldo & Neymar Júnior  
(2017-2018)



**Gaëtan Belaud**  
Spotify  
Global Head of Ads Resellers  
(2022-2024)



**Sébastien Borget**  
The Sandbox  
Co-Founder &  
Chief Operation Officer



**Arnault Castel**  
kapok  
Founder



**Tina Chao**  
McDonald's Hong Kong  
Chief Marketing  
and Digital Customer  
Experience Officer



**Jeff Chen**  
Slowood Limited  
Co-Founder



**Carmen Chiu**  
Fortnum & Mason  
Regional Managing Director,  
APAC (2019-2023)



**John W. Danzi**  
CuriosityChina &  
Farfetch  
Head of Partnerships APAC



**Silvia Garcia**  
Feel Logic and Happiest  
Places to Work  
Founder & CEO  
**Coca-Cola**  
Former President of Happiness  
Institute & Director of Global  
Marketing



**Mayur Gupta**  
Gannett – USA Today  
Network  
Chief Marketing &  
Strategy Officer (2020-2022)  
**Spotify**  
VP, Growth & Marketing (2016-2019)



**Margareth  
Henriquez, PhD**  
Baccarat  
Chief Executive Officer



**Greg Hoffman**  
NIKE  
VP, Global Brand Innovation  
(2010-2020)



**Bradley Horowitz**  
MALIN+GOETZ  
CEO



**Danielle Jin**  
Visa  
Senior Vice President  
& Head of Marketing,  
Asia Pacific



**Jidapa  
Jirattananachan**  
Big C Supercenter  
Public Co., Ltd.  
Head of Cross Border E-commerce



**Zack Kass**  
AI Futurist  
OpenAI  
Head of Go To Market (2021-2023)



**Takumi Kato**  
Shanghai Ezaki Glico  
Foods CO., LTD. (Glico)  
Chief Executive Officer



**Guy Kawasaki**  
Canva  
Chief Evangelist  
**Mercedes-Bez**  
Brand ambassador (2015-2020)  
**Apple**  
Chief Evangelist (1995-1997)



**Jungsuk Jay Lee**  
Naver Z Corp (ZEPETO)  
Chief Ecosystem Officer  
(2021-2024)



**Rudi Leung**  
Hungry Digital  
Founder & Director



**Moritz von der  
Linden**  
VDL Ventures  
Managing Partner  
**Mars**  
Global Chief Digital Marketing Officer  
(2020-2022)



**Jane Mai**  
Yatsen Group  
Head of Corporate PR and Image  
Management



**Zak Manion**  
ABInBev  
Global Director of Innovations  
(2020-2023)



**Bryan Meehan**  
Blue Bottle Coffee  
Executive Chair (2012-2022)



**JiPeng Men**  
JD.com  
Vice President, Head  
of Marketing



**Jonathan  
Mildenhall**  
Airbnb  
Chief Marketing Officer  
(2014-2017)



**Uri Minkoff**  
Rebecca Minkoff  
Co-founder, CEO &  
Creative Director



**Yoji Minakuchi**  
Suntory Holdings Ltd.  
Fellow & Chief Design Officer



**Marcelo Pascoa**  
Burger King  
Vice President & Head of  
Global Brand Marketing  
(2018-2020)



**Mauro Porcini**  
PepsiCo  
Senior Vice President and  
Global Chief Design Officer



**Sara  
Riis-Carstensen**  
De Beers  
Head of Global Branding  
(2018-2019)  
**LEGO**  
Director of  
Global Brand Development  
(2010 - 2018)



**Bozoma Saint  
John**  
Endeavor  
Chief Marketing Officer (2018-2020)  
**Uber**  
Chief Brand Officer (2017-2018)  
**iTunes & Apple Music**  
Head of Global Consumer Marketing  
(2014-2017)



**John Schoolcraft**  
Oatly  
Chief Creative Officer



**Keiei Sho**  
Calbee  
Senior Managing Executive  
Officer & CSO



**Dione Song**  
Love, Bonito  
Chief Executive Officer



**Kei Suzuki**  
Ryohin Keikaku Co., Ltd.  
(MUJI)  
Director



**Chris Tung**  
Alibaba Group  
Chief Marketing Officer



**Kathy Varol**  
Adidas  
Head of Global Purpose  
Strategy (2018-2020)



**Yanan Wang**  
Department of Kweichow  
Moutai Co., Ltd.  
Director of Digital and Information  
Management Centre and iMoutai



**Keith Weed**  
Unilever  
Global Chief Marketing &  
Communications Officer  
(2010-2019)



**Keen Yim**  
Lululemon  
Vice President,  
Brand & Community, APAC  
(2018-2022)



**Brian Yiu**  
FILA China  
Chief Executive Officer



**Alex Zhou**  
POP MART  
Chief Customer Officer

and  
many more...



# How you can Benefit from the event?

**Connect with**  
**Marketing** Elites,  
**Creative** Agencies, **Brands**  
and **e-Tailing** experts

**Get inspired by**  
**World Leading Brands,**  
**Creative Minds** and  
**Innovators**

## Be our exhibitor

Showcase your bespoke solutions and innovative technologies to explore the future together with marketing professionals and brand owners

## Be our partner

Put your brand under the limelight through a tailored sponsorship package

## Be our audience

Act now  
to secure your seat with  
first mover discount!



### HKTDC The Pulse Series Conference

The Hong Kong Trade Development Council will stage 3 concurrent conferences namely EntertainmentPulse, MarketingPulse and eTailingPulse in March 2025. It will create a creativity-related platform for players from the three intertwined industries around the world to gather under one roof generating immense networking opportunities to foster cross-industry collaboration.



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#### Contact us:

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☎ (852) 1830668

Visit our website for details  
<https://marketingpulse.hktcdc.com/>  
<https://etailingpulse.hktcdc.com/>

#### Concurrent event



HKTDC  
**Hong Kong International  
Film & TV Market (FILMART)**  
香港國際影視展

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**#MarketingPulse #eTailingPulse**

The 60th  
Director  
The 17th Asian Film A  
Best New Director  
卓亦謙先生  
《年少日記》編劇及導  
《殺破狼·貪狼》編劇  
第60屆金馬獎最佳新導  
第17屆亞洲電影大獎

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