



**Anthony Wong**  
Regional President, Global Brand Management  
Ogilvy & Mather, Asia Pacific

Anthony is Ogilvy & Mather's Regional President, Global Brand Management, leading the agency's global client portfolio in Asia Pacific.

Since Anthony joined Ogilvy, he has helped his teams and clients achieve best-selling product launches in Asia across categories, and win marketing communications effectiveness awards such as the EFFIE, AME in Asia and IPA in London. His IPA Award-winning cases on Motorola (Bronze, 2008) and Dove (Gold, 2012) were the first and second ever to come from China in the IPA's 90-year history.

In addition to his corporate roles, Anthony is an active leader in developing the advertising industry in China. Since 2006, he has served as Northern Region Judge, Finals Judge, Awards Presenter, Master of Ceremony, Expert Advisor, Vice Chairman and Chairman of Judges at the China EFFIE Awards.

Anthony holds a Master in Business Administration degree from Harvard Business School and a Bachelor of Arts degree from Harvard University.