



Joanna Wong
General Manager, Brand Management and
Corporate Communications
Eu Yan Sang

Joanna Wong joined Eu Yan Sang in 2000.

In her capacity as General Manager, Brand Management and Corporate Communications at Eu Yan Sang International Ltd, she supports the management in strategic planning for the group. Her main responsibilities are to direct the Group's corporate affairs and management of the group's image and reputation, public relations, investor relations, external communication campaigns and events management. She also oversees the branding and communication programmes in new markets as the company expands internationally.

Joanna has more than 25 years of experience in marketing and communications. She has held senior management positions in international, local PR and advertising agencies. Prior to joining Eu Yan Sang, she ran her own management consultancy to assist SMEs in Singapore on branding issues. She holds a Master of Arts in Communication Management from the University of South Australia.