



**Lawrence Law**  
Global General Manager, Johnnie Walker House  
Moët Hennessy Diageo

Lawrence Law is Global General Manager for Johnnie Walker House and a member of the Diageo Global Reserve leadership. Lawrence drives the global agenda on reinventing the use of physical spaces to engage consumers through luxury experiences. His responsibilities include innovation, marketing, commercial strategy, talent development and financial performance.

Prior to this, Lawrence was Director for Brand Engagement and Relationship Marketing for Johnnie Walker in China. He launched the first ever Johnnie Walker House in Shanghai in 2011 and created the business model and strategies that propelled this experiment into a global profit driver and game changer for the Diageo Luxury Spirits business. Johnnie Walker Houses in Beijing and Seoul have been launched since, under Lawrence's guidance, and he continues to evolve and grow Diageo's strategy around physical spaces and brand engagement.

His first role in Diageo was as Head of Digital Marketing and Relationship Marketing, where he led the Asia Pacific team in navigating heavily regulated markets to deepen brand engagement using digital platforms. These included the creation of a nightlife portal in Thailand that started as a news site to a consumer database management system, and the launch of the award winning Johnnie Walker Yu Lu campaign in China.

Lawrence has also held several senior positions in marketing services agencies based in China, Thailand, Taiwan and Singapore. His experience includes working with clients from the banking, automotive, technology and luxury sectors.