



**Owen Jia**  
Chief Creative Officer  
EXIS China

Dr. Owen Jia holds a Ph.D. in Communication. He advocates the innovative idea of GloCal (Global & Local) and explores the means of internationalization for local agencies and digs deep into the roots of Chinese creative philosophy. He raised the concept of Brand Esthetics and Involving Digital Marketing. Dedicating himself in developing the theoretical system of China's Brand Architect and the tool of Integrated Brand Communication, he is renowned as the "professional adman on a 45-degree angle between creative industry and academic education".

He leads an award winning team while he himself is conferred "New York Festival 2009 China Ad Industry Contributor Award", "2005 Ad Man of the Year", "Top 10 Ad Managers", "Outstanding Ad Man in China", "100 Most Influential Creative Directors in China", "100 Most Influential Designers in China".

Dr. Owen Jia was nominated as the president of Effie China in 2011 by Effie Worldwide and China Advertising Association. As the first non-profit organization for China's marketing communication industry, Effie China dedicates to spread the idea of effective marketing. In 2012, Creative Economy magazine was launched to further facilitate the development of China's creative industry.