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**LP**

They are young, bold, ambitious and just hitting their stride in their careers. Here is Campaign's pick of the industry's rising stars.

SIMON KEMP, REGIONAL MANAGING PARTNER, WE ARE SOCIAL SINGAPORE (Age 36)

**TD**

Simon Kemp lives and breathes social media - an infatuation that proves infectious with clients. During Lenovo's selection of a social media agency, the tech **brand's** digital director Rod Strother says Kemp 'tipped the balance for us'. 'His passion for social media was obvious from our first meeting,' says Strother, who also notes Kemp backs up his passion with an 'incredibly well thought out understanding of the importance and relevance of social for brands'. Kemp launched We Are Social Singapore and grew it to a team of 30 people in just three years, before which he held regional strategy roles with BBH, Universal McCann and Starcom MediaVest. And his commitment stretches wider than We Are Social: Kemp has fast established himself as a champion of the sector, producing numerous free reports and content, such as social media guides for B2B brands and managing social media crises, as well as authoring his own ebook, Social Brands: The Future of Marketing. He is also founder of The Cartel, a collective that helps talented young DJs and producers from all over the world find and develop their audiences.

CALVIN FU, MD, FUSE **CHINA** (34)

In February, at the age of 34, Fu became one of the youngest managing directors within OMD **China**. Fu joined OMD in 2010 as a content director, charged with building a branded content team. Two years later he successfully launched Fuse **China**, which delivers integrated marketing solutions for clients with branded content across multiple platforms. The agency has grown from just one person to 27. Fu's collaborative management style has achieved the highest staff retention rate within OMD, and seriously profitable growth. Last year, he brought in new **business** worth over US dollars 50 **million** and Fuse's revenue increased by 50 per cent. Together with OMD, Fu helped to win 15 new clients, such as Yili, Maserati and Electrolux, and has also strengthened existing client relationships, taking them beyond traditional media solutions with differentiation and innovation. In 2013, he brought in more than 10 existing OMD clients, including Bosch, Li-Ning and HTC, for content projects.

KISHORE PARTHASARATHY, DATA AND ANALYTICS LEADER, STARCOM MEDIAVEST **GROUP**, GREATER **CHINA** (34)

A degree in computer engineering, a natural flair for numbers, technology and coding, and an MBA in marketing made Parthasarathy a perfect fit for his role as data and analytics leader at Starcom. Over the last two years he has been instrumental in elevating the planning process by creating tools, techniques and products that enable more accountable investment decision-making for clients. One of his developments was an innovative performance-based planning product suite grounded in advanced econometric modelling which helped teams determine the best contact points based on the consumer journey. Suki Luo, senior manager media planning and innovation, P&G **China**, describes Parthasarathy as an 'indispensable **business** partner', attributing the 10 per cent rise in media efficiency experienced by the lifestyle **brand** to Parthasarathy's expertise. Parthasarathy is also passionate about changing the way the industry views data and analytics. While the sector is traditionally seen as something which only experts can handle, he is determined to make it simpler and ensure everyone is able to use analytics to enhance their day-to-day work.

MELINDA PO, DIRECTOR OF CLIENT SERVICES, AKQA SHANGHAI

With a career straddling both sides of the Taiwan Straits, Melinda Po has forged an enviable reputation for integrity and fostering junior talent. Po initially cut her teeth in a creative role, working as a designer, producer and film editor in Taiwan before switching to client services in 2003. She moved to OgilvyOne the following year, and was **group** account director until moving to her present **company** in 2011. At AKQA, she has played a key role in developing the Shanghai office's client portfolio, one of the main drivers of the agency's **China business** growing by 60 per cent in 2013. New **business** won in the past year includes Ray-Ban, Lego and Budweiser. 'Melinda has a knack of pulling the various client and agency teams together, melding conflicting views and priorities and keeping the targets in sight,' says Tan Pauy-**Chin**, IT director for marketing at Unilever Asia, Africa and Russia. Colleagues describe Po as a natural mentor who has focused much of her energy on developing younger talent. During her last two years at Ogilvy in Taiwan, she held the post of talent training director, running in-house digital training workshops and external seminars for students. In Shanghai she has continued these efforts in collaboration with the WPP School of Marketing and Communication.

JEREMY WEBB, NATIONAL DIRECTOR, SOCIAL@OGILVY **CHINA** (30)

English-born Webb moved to **China** to work as a journalist after mastering Putonghua at university. Shortly after, he joined Ogilvy PR editing English then successfully lobbied his boss to set up a social media team. He now coordinates a cross-disciplinary Social@Ogilvy community across Beijing and Shanghai. Last year, he significantly increased social media revenue with work for a handful of blue-chip brands, including British Airways, Crayola and Nestle. The latter involved the creation of a digital consumer demand centre located in Beijing as the key element in a new programme that helps Nestle better engage consumers through listening, data analysis, real-time content and monitoring. He's also a popular voice on Weibo and his now-defunct **Chinese**-language blog, AngryEditor.com, has been published into a book. Webb believes it is his knowledge of, and prowess managing things at an executional level (the back end), in addition to his knack for strategy, which has set him apart in the **business** of social marketing. His ambition now is to make Social@Ogilvy the most important team in the agency in **China** and integrate it into every piece of **business**.

JENNY CHAN, VICE-PRESIDENT, **BUSINESS** DEVELOPMENT AND MARKETING, ASIA-PACIFIC, THE HOFFMAN AGENCY (35)

A seemingly insatiable appetite for work, combined with equally deep reserves of energy, have taken the 35-year-old Chan to where she is today. Until recently, she served as GM of Hoffman's **Hong Kong** office - a post she took up at 30, the youngest ever within Hoffman. As GM, she moved the agency outside of its tech comfort zone to bring in new **business** from the beauty, lifestyle, consumer and education sectors. Recent new clients include Chicago Booth and AS Watson as well as brands such as **China** Mobile and Siemens. Under Chan's tenure, the office posted double-digit growth every year and in 2013 recorded the highest revenue level in its history. In her new role, Chan will drive regional new **business** development of Asian companies looking to go global. 'Jenny Chan embodies what The Hoffman Agency is all about,' says Natalie Lowe, the **firm**'s managing director for Asia-Pacific, describing her as young, energetic, passionate and a 'true professional'.

CHIRADEEP GUPTA, MANAGER, GLOBAL MEDIA, CATEGORIES AND PARTNERSHIPS, UNILEVER (37)

A passion for media and communication innovations underpin Gupta's drive to spread the word about Unilever's top global brands in Asia. A technical whizz with extensive media expertise, Gupta has been called upon to brief some of the multinational's top executives on the rapidly evolving face of digital communications and has developed partnerships with key mobile providers. Gupta joined Unilever in late 2011 after spending eight years at Starcom MediaVest working his way from account manager to regional director. At Unilever, he works with the global media team to develop communication architectures, drive innovation and integrate media thinking on initiatives for some of the conglomerate's biggest brands in Asia, including Lux, Lifebuoy and Clear. In the past year, Gupta has been responsible for handling the transition of Unilever's global communication planning assignment from Mindshare to PHD Worldwide, in terms of global brands based in his region. In the wake of this major move, he has been working closely with both agencies to develop various initiatives across multiple markets. Gupta plays an important role in building digital capabilities throughout the **company**, and played a key part in launching Unilever's media command centre in Singapore. Gupta's technical understanding has led to him acting as reverse mentor for Unilever chief operating officer Harish Manwani and Alan Jope, president, Russia Africa and Middle East.

EE RONG CHONG, MD, OGILVY PUBLIC RELATIONS SINGAPORE (38)

A mother of two, Chong is already an Ogilvy veteran, having joined 15 years ago in Kuala Lumpur. In January, she was appointed MD of Ogilvy PR Singapore after six years as its deputy, and now spearheads the **company's** most profitable public relations **business** in the Asia-Pacific, overseeing day-to-day management of more than 100 specialists. Chong's efforts have seen the Singapore **business** triple in size in recent years. She has added new practices including Social@Ogilvy, Ogilvy Impact for employee communications, Social Marketing, and has developed a new content and strategic planning division. She has also led the PR team to a number of prestigious **business** wins and coveted new clients including American Express, Hyatt, Starbucks and Cadbury. Client Myrna Poon from the Singapore Economic Development **Board** sings Chong's praises, describing her as 'tenacious', 'creative' and 'smart'. 'She knows her stuff and she expertly anticipates and manages the needs of her clients,' says Poon.

SAM AHMED, SENIOR VICE-PRESIDENT & **GROUP** HEAD OF MARKETING, APMEA, MASTERCARD SINGAPORE (39)

A strong sense of social responsibility and a 'civic duty' to ensure economic growth benefits 'all of Asia's citizens' might seem atypical for the marketer of a major credit card, but Ahmed is not your ordinary capitalist. MasterCard's regional marketing head has made it his goal to help the **brand** connect with the estimated 400 **million** people in the region who earn too little to participate in the modern economy of electrical transfers and cashless payments. Using the latest in mobile and chip technology and financial education, the finance **company** hopes to lift **millions** onto the bottom rungs of socioeconomic progress. Ahmed, a Harvard **Business** School graduate, is no stranger to such large-scale corporate social responsibility projects; he has long been an advocate of the benefits a good CSR policy can bring. Earlier in his career, he instigated a programme with the **dairy** giant Anlene that provided free bone-scanning for 20 **million** women across Asia, boosting awareness of osteoporosis. At MasterCard, driving social digital is a major component of Ahmed's strategy, and he has overseen the merging of nine separate in-house digital agencies into a single digital lead agency to ensure consistent strategy across the region. Ahmed is convinced social digital should not be seen as simply another advertising channel, but rather a funnel through which the whole **business** flows.

ANDY RADOVIC, REGIONAL DIRECTOR, DIGITAL, ASIA-PACIFIC, MAXUS (37)

In his first year as regional director of digital for Maxus, Radovic has driven the expansion of the digital **business** across Asia-Pacific, which last year resulted in 55 per cent year-on-year revenue growth for the media agency. Having spearheaded its search, social and data insights service offerings, Radovic has ensured Maxus has been able to attract world-class clients including the likes of Apple, Nikon and Jetstar. He's also been a magnet for talent: Radovic has seen the digital team across the region grow in size by around 25 per cent through his support. Prior to this, he served as MD of digital for GroupM Japan where he drove consistent annual top-line growth of over 30 per cent during his four years at the helm and helped the **group** win strong digitally focused clients like P&G, LVMH and Microsoft. In 2012, in addition to his role in Japan, Radovic launched GroupM Digital in Korea and built the team from a zero base to a fully operational **business** unit of eight with clients like Expedia, Lufthansa and Red Bull.

EMMA RICHARDS, VICE-PRESIDENT AND GM, WAGGENER EDSTROM **HONG KONG** (37)

Over her six years with Waggener Edstrom, Richards has dedicated herself to growing the **Hong Kong business** but it's her contribution in the past year which stands out most. Since her appointment as vice-president and general manager for the **Hong Kong** office in 2013, Richards has driven its evolution from a local execution agency to one with global communications capabilities, and overseen its shift from a technology-focused agency to one with a strong consumer portfolio and the ability to offer complete integrated communications packages. While the agency is traditionally known for bringing global tech brands into **Hong Kong** and localising them for **Hong Kong** activities, it has expanded its focus under Richards' leadership, driving communications for Asian-based brands to broaden their global reach. This has led to a mixture of client wins across various industries, including fashion **brand** ASH and semiconductor manufacturer MediaTek as global remits. WE **Hong Kong** has been especially successful in winning new clients for the consumer practice, including Pernod Ricard, **Hong Kong** Tourism **Board**, Luxasia and two major retail companies.

ANITA DEVRAJ MOOKERJEE, MANAGING DIRECTOR, MEDIACOM INDONESIA

Under Mookerjee's leadership, MediaCom Indonesia has expanded exponentially over the last year, growing over 200 per cent (nine times faster than the market) and jumping nine ranks from 15 to six, according to RECMA. The agency added more than USdollars 200 **million** in new **business** during that time and claims a retention rate of 100 per cent. Ed Thesiger, CEO of GroupM Indonesia, praises Mookerjee's excellent technical knowledge, and her leadership skills have been key in ensuring MediaCom Indonesia's staff retention is some of the best in the country, with a turnover rate of 12 per cent. She is also passionate about giving back to society. Last year, her team resurrected two schools in

Jakarta that had been badly damaged in severe floods. The team raised funds to **buy** new equipment and books for the schools and got together to refurbish the schools and give the children a new lease of life.

ALICE ATHERTON, PLANNING DIRECTOR, GREY **GROUP** AUSTRALIA

Among Grey's senior partners, Atherton has a reputation as a driven perfectionist who 'will not stop working'. This committed young planner is known for her ambition, for being a driving force in projects and as someone who both inspires and 'pushes creatives to think hard and hunt ideas - big, powerful ideas that build brands and create sales', according to Michael Knox, managing partner and executive creative director of Grey Melbourne. In addition to corporate work, Atherton has a strong proven track record in the field of health and safety awareness. She was lead strategist for a highly successful road-safety campaign for the Transport Accident Commission (TAC) in Victoria in 2013 which contributed to the Australian state recording its lowest road-fatality figure in almost 90 years. Also in Victoria, Atherton was behind 'Young workers', an integrated work-safety campaign that resulted in a 13 per cent drop in workplace injury claims. Her work on 'Wipe off 5: driving a community to slow down', again for TAC, netted a Bronze at Cannes and the campaign was selected as an Effie finalist. Another campaign, for MS Australia, involved a photography app aimed at promoting awareness of multiple sclerosis and as a tool to help sufferers of the condition. Intended for the domestic market, it ended up being downloaded by users in over 70 countries.

JEFF WANG, VICE-PRESIDENT, WEBER SHANDWICK **CHINA** (36)

Since joining Weber Shandwick in 2006 as a consultant, Jeff Wang has proven himself to be one of the most inventive, versatile and creative leaders in **China's** communications industry. While his PR career began leading product launches and managing crises for tech companies, Wang really set tongues wagging doing work for beauty **brand** Vidal Sassoon, where he conceived and executed a number of collaborations with local and international fashion designers, such as Alexander Wang. From ideation to identifying planning, from traditional PR to full marketing integration, his consultation and vision for the **brand** helped to establish Vidal Sassoon's approach and strategy in **China**, and collaboration became the model for Vidal Sassoon's marketing. In the past 12 months alone, under Wang's leadership, the Weber Shandwick **China** consumer team has more than tripled its **business** and size, winning major new clients including Ferragamo Perfume, Madame Tussauds Beijing, Denza and Trendiano, with 10 new retainer clients for the Beijing consumer practice alone. In recognition of his creative abilities, Wang recently became the first Asia-based member of staff named to Weber Shandwick's global creative council.

NICOLE TAN, MANAGING DIRECTOR, JWT MALAYSIA (35)

Nicole Tan is the embodiment of an old industry fairy tale: working your way up from the office floor to the boardroom. After 18 years in the **business**, Tan is now MD of the office where her career began as a fresh-out-of-school teenage secretary. Aside from four years with Grey Malaysia early on, Tan has spent her whole career with JWT, and the loyalty she has shown to the **company** has been rewarded with a rapid rise through the ranks. Returning to her native Malaysia in early 2013 after nearly three years as **business** director of the Beijing office, Tan took it upon herself to revitalise the agency. She describes her management style as hiring a broad mix of 'people who are better than me', then giving them the support they need to shine. In Kuala Lumpur, she put this into practice by swiftly assembling a new team of both local and international talent, then setting them out on a six-month 'pitch binge' to bring in new **business**, while at the same time developing existing clients. The move paid off, winning contracts with clients ranging from beer giant Carlsberg to the Line social messaging app and predicted to achieve double-digit growth in 2014. A straight-talking leader with a hard-won reputation for drive and passion, Tan is also known for her softer side. She is renowned for her capacity for empathy and placing strong emphasis on the social side of team-building.

AJAY GUPTA, TECHNICAL ADVISOR/COUNTRY LEAD, MEC INDONESIA (38)

The digital revolution has changed the face of advertising, but it is hard to sell a product that clients simply do not understand. Spotting a serious knowledge gap in the Indonesian market in 2011, Gupta set up a conference aimed at de-mystifying the digital world. 'Navigating the sphere' has since become an annual event, well attended by everyone from Google all the way down to small start-ups. This commitment to digital and a bold, visionary solution to an industry-wide issue is typical of Gupta's gung-ho style. When Gupta joined MEC Indonesia in 2011, he inherited an agency facing major difficulties, having just lost its largest client, Telkomsel. However, the former MediaReach director has turned the situation around, having won some US dollars 100-**million**-worth of billings in new **business**, tripling revenue and boosting profit fivefold in the past three years. Staffing levels have also more than tripled during the period, mushrooming from just 18 when Gupta arrived to 60 at present. But more than just adding numbers, Gupta has diversified the staff makeup, with young, enthusiastic specialists in digital, data and analytics, strategy and partnerships.

DARREN YUEN, GENERAL MANAGER, CARAT MALAYSIA (38)

Fiercely competitive by nature, Yuen is an exceptionally goal-driven rising star at Carat Malaysia who will stop at nothing to seal a deal or exceed his financial targets. Yuen believes in measuring achievements against three main pillars of success: financial, new **business** wins and awards. Since Yuen was promoted from **business** director to general manager in 2012, the **company** has seen dramatic improvements in financial terms, secured a tranche of new clients and improved its performance in awards competitions. Championing greater adoption of econometrics and analytics and a more total-solution-based approach, Yuen re-organised Carat's **business** model and managed to diversify the range of services clients used the agency for. As a result, Carat notched up a 24 per cent increase in agency billings and 66 per cent increase in revenue in 2013. In the first half of this year, Yuen played a decisive role in winning 16 new clients, worth over USdollars 80 **million** in billable **business**, resulting in R3 rating Carat as Malaysia's fastest-growing agency. Yuen's future potential has been noted by Dentsu Aegis Network, as he has been selected to join its 'Route 500' programme, which is designed to fast-track the training of the top 5 per cent of the network's talented individuals.

JAMES HAWKINS, CEO, DENTSU MOBIUS (34)

Sometimes it takes a younger mind to see the bold solution and have the audacity to put it into practice. That was the experience of Dentsu when it chose James Hawkins to head up its new specialist digital agency. Just 32 years old at the time, Hawkins rejected the safer, more traditional approach of finding a small start-up digital agency taking it over and bolting it onto the **group's** existing structure. Instead, he set out to build one from scratch, tailoring its scope and focus to the **group's** precise needs across the region. Realising this bold vision has taken both ambition and cool leadership from Hawkins. Initially named co-managing director of the Dentsu Mobius project, Hawkins was promoted to CEO just four months after the launch on Valentine's Day, 2012. Two years down the line, Dentsu Mobius has grown into a USdollars 20-**million business**. The team currently consists of 45 digital experts based in Singapore, but is poised to expand with offices in both Thailand and Indonesia. With such a rapidly expanding team, Hawkins understandably places emphasis on staff development, funding training for junior executives to familiarise themselves with client's products. Tim Andree, executive vice-president of Dentsu, describes Hawkins as 'ambitious, insightful and strategic'. 'In an era of digitalisation and convergence, James has proven to be the epitome of the kind of executive leadership that is needed in this new advertising landscape,' Andree says.

MARK COCHRANE, CEO, SAATCHI & SAATCHI THAILAND (37)

When he took the reins at Saatchi & Saatchi Thailand in November 2012, Cochrane was presented with a daunting task: the office had just lost its two main clients due to regionalisation taking them to the agency's Singapore hub. Cochrane immediately implemented an 18-month plan that involved a major shake-up of operations and ambitiously aggressive growth targets which he believed would 'reignite and reimagine'. A review earlier this year showed the dramatic impact this had: an astounding 63 per cent of the division's revenue was from new **business** won in the preceding 12 months, including contracts with Thanachart Bank, Virgin Active, Huawei and Garena, Asia's largest gaming **company**. But aside from driving new **business** wins, Cochrane brought a sense of dynamism to the role, transforming the Thailand agency's set-up into a 'creative news room'. This innovative new system switched the focus of all operations to the real-time impact of campaigns to match the instant nature of the digital era. Chris Foster, Saatchi & Saatchi's regional chairman and CEO, describes Cochrane as simply one of the network's most inspirational leaders in Asia.

CHRIS HOWATSON, MANAGING DIRECTOR, CHE PROXIMITY MELBOURNE (29)

Chris Howatson raised industry eyebrows in 2012 when the then-27-year-old was named Clemenger **Group's** youngest-ever managing director and placed in charge of the **company's** newly merged creative agency, CHE Proximity. Taking advantage of the restructuring process, Howatson threw out established thinking and established a radically different operational framework. This bold move introduced 'platoons' of thinkers in place of traditional rigid hierarchies. Howatson implemented a hiring policy that insisted all staff 'dream in digital' - testament to his dual emphasis on creative and technology. The new structure also called for a sweeping cull of 'all senior leaders who lacked the capability or attitude to change'. It was a high-risk strategy, but Clemenger had good reason to place their trust in the young star. Aside from eight months working for George PattersonY&R in 2007, Howatson has spent his entire 12-year career with Clemenger **Group**, having starting out as an account coordinator in Clemenger BBDO's Brisbane office in 2002. While implementing the massive upheavals in culture and working practices, Howatson personally met with all the agency's existing clients to explain the changes, and as a result did not lose a single one. Peter Harvie, CHE Proximity non-executive chairman, describes Howatson as 'a natural leader' and pulls no punches in his assessment of what the youthful MD has achieved: 'He's led a revolution within the organisation, and he's done it with grace.'



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Richard Newman, CMO, McCann Worldgroup APAC

Moritz Kaffsack, director, Zeno **Group** Vietnam

Dheeraj Sinha, chief strategy officer, Grey South/SE Asia

Shaun Tay, GM, TBWA Kuala Lumpur

Koyi Wu, associate director, Airwave

Arthur Policarpio, MD, Mobext APAC

Hari Shankar, head of paid media, PayPal APAC

Gary Teo, regional technology and projects director, VML Qais

Roopak Saluja, founder & CEO, The 120 Media Collective

Peter Bosilkovski, MD, Leo Burnett Sydney

Aimee Buchanan, MD, OMD Sydney

Samuel Lam, MD, X Social **Group**

Robert Woolfrey, MD APAC, Millennial Media

Jon Yongfook Cockle, founder, Beatrix

Alex Wilson, director & founder, Flamingo Shanghai

Patrick Leclercq, regional client service director, Bates CHI & Partners

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