

Adam Alim Nait

Asia-Pacific Business Development @ R/GA

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Summary

I have never been the obvious choice.

Experience

Regional Business Development Manager at R/GA

January 2016 - Present

R/GA is connected by design.

Founded in 1977, the agency has been a pioneer at the intersection of technology, design and marketing with work spanning web, mobile, social, retail, product innovation, brand development and business consulting for the connected age. R/GA has more than 2,000 employees globally with offices across the United States, Europe, South America, and Asia-Pacific and is part of The Interpublic Group of Companies (NYSE: IPG), one of the world's largest advertising and marketing services organizations.

Senior Strategist / New Biz Manager at FF GROUP

2013 - 2016 (4 years)

Heading up the Business Development in Shanghai working closely with our Business Director.

Developing creative ideas that create culture or just make us laugh. FFSH was awarded AdAge International Agency of the Year 2016.

Portfolio ranges from Porsche, Diesel, Martell, Evian, Caudalie, Value Retail, The North Face, Lacoste, Anna Sui Fragrances and a stable of luxury and fashion brands.

Digital Strategist at AKQA

2012 - 2013 (2 years)

As a planner at AKQA, I worked on spirit, luxury and lifestyle clients. In a world where "digital" no longer refers only to technology or media channels, my job becomes even more exciting. It covers projects in communication, platforms, products & services - or all at the same time.

The craft of our creative team and the diversity of our talents helped without any doubt AKQA making 2013 year the agency's most successful year at Cannes to date.

Clients' portfolio includes, CHANEL (Fragrance & Beauty), Google, Martell, and Nike (Running & Women).

Education

Fudan University

Master's Degree, School of Management & Innovation, 2013 - 2015

Sciences Po

Master's Degree, School of Management & Innovation, 2013 - 2015

Fudan University

Associate's degree, Law, 2011 - 2012

Sciences Po

Bachelor of Arts (B.A.), Philosophy, Politics and Economics, 2008 - 2012

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[Contact Adam Alim on LinkedIn](#)