

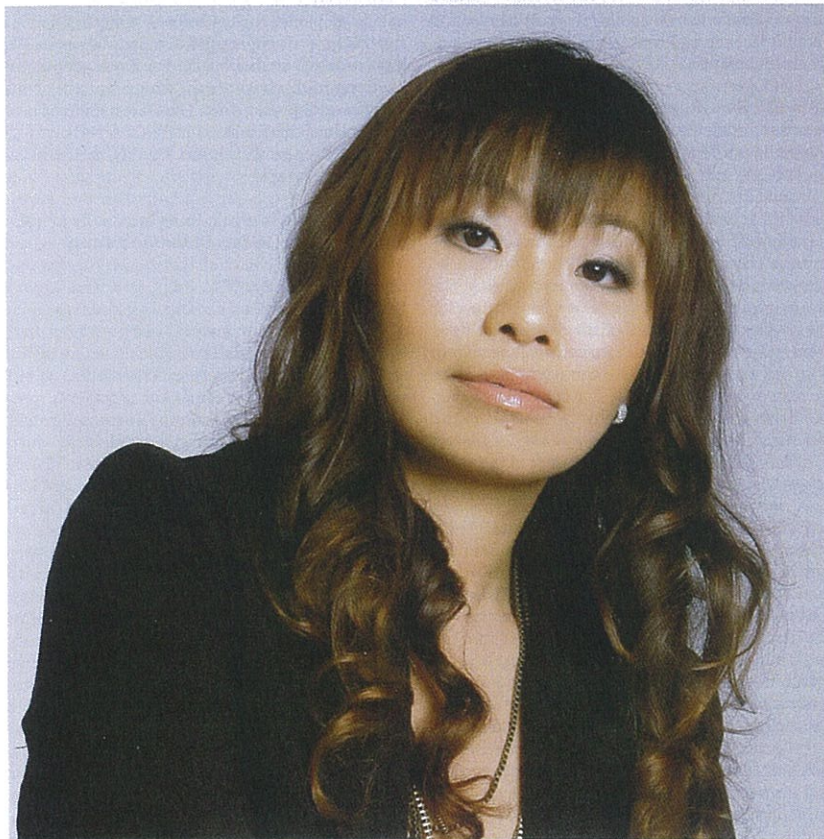
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WOMEN TO WATCH
THE DISRUPTION® SERIES 2016

Agents of change

Against all odds, women in Asia-Pacific are fighting their way to the top. Those featured here are just a few leading the revolution



Michelle Wong... Global digital engagement, McDonald's

Conversations around gender equality in the work place have come a long way from the 1950s. But recent events in the industry, including a party at Cannes this year that vetted female invitees based on looks, makes it seem like it's just that: a conversation with no action behind it. Furthermore, as we have explored in the article on *page 14*, workplace hurdles to gender equality can be insidiously different across cultures and markets.

This year, our Women to Watch list celebrates the disruptors: women who have succeeded against all odds and are changing industry norms and practices. We have featured just 20 in the magazine, out of a full list of 40. We invite you to read about the rest, as well explore other topics on the subject of diversity at campaignasia.com/wtw

Michelle Wong Ming Ming
Director, CRM and analytics
Global digital engagement, McDonald's

After 16 years in creative and digital agencies — five years with TBWA Tequila followed by 11 at Ogilvy-One — Wong decided to finally change sides and joined McDonald's last year. In her own words she, "craved the first-hand experience of implementing and living the strategies which I developed". Already, she has played a strong role in realising McDonald's CRM vision globally, as it moves from a focus on mass marketing to mass personalisation. She has proved her point with pilot programmes that swiftly demonstrated not just economic returns but customer engagement rates. One such programme run in Singapore generated three times the ROI versus pre-implementation. Wong has since maintained this momentum throughout the organisation by creating a common language and forging new pathways for stakeholders to work on customer

analytics, data management and route to customers. She has been working with local markets to customise initiatives that provide quick wins but are also aligned with the company's long-term goals.

Denise Thi
Managing director
Isobar Vietnam

Thi established PR firm Emerald in 2009, before it morphed into a digital marketing agency and was subsequently acquired by the Dentsu Aegis Network and changed name to Emerald — Linked by Isobar. In April, Isobar officially launched in Vietnam, completing the M&A process, with Thi remaining as managing director. Thi has since repositioned the agency as a business consulting partner with digital creativity as its core strength, bringing in a raft of new clients, especially a group of big players from the property and banking services industry. The agency now handles ecommerce and CRM strategy for Triumph, Kimberly Clark and Bridgestone; sales-lead generation campaigns for BMW, Nam Long Group, Vietnam International Bank (VIB) and Hong Leong Bank; and digital creative campaigns for Kido, Abbott, Adidas, Sapporo, THP Group and Air France. Between May 2015 and May 2016, Isobar Vietnam enjoyed a 117-percent uplift in billings, and expanded its client base by 112 percent.

Yu Yu Din
Director
Wave Digital Myanmar

Yu Yu Din returned to her native Myanmar in 2014 after two decades abroad, to establish Mango Myan-



Yu Yu Din... Wave Digital Myanmar



Denise Thi... Isobar Vietnam

mar Group's digital arm in a country with virtually no internet. She has built the Wave Digital team from the ground up, mentoring and training young talent in what is effectively a virgin market. Testament to Din's commitment to the project, she netted her first client before Wave Digital was fully formed and before she had even officially joined the Mango Group.

Din's career started early — making short films in New York at the age of just 16, then later working with a band of independent media centre activists to produce live television and radio shows off Free Speech TV and WBAI. She moved to India in 2002, and had her eyes opened to the potentials of digital media, leading her to take an IT degree in Kolkata. Prior to her return to Myanmar, Din was Genesis Burson-Marsteller's head digital strategist in India, at the head of an award-winning team.

Annika Payn
Head of brand
Zurich Insurance Group

Payn is a Hong Kong-based branding and marketing professional with over 14 years of experience with creative agencies and in-house roles, eight of which have been in Asia. She started her career in her native Finland before moving to Hong Kong with Publicis in 2008 to win a pitch and project manage a brand refresh and global launch for Western Union, which was adapted to over 100 markets.

In her current role at Zurich, Payn acts as a strategic marketing advisor to senior stakeholders across functions and organises brand training for all staff in APAC. In a busy last 18 months, she has rolled-out a full brand refresh across eight markets, including collateral, advertising, office decor, corporate websites, a range of digital tools and as-



Kaoru Hashimoto... Sizmek Japan



Sunshine Farzan... MetLife Hong Kong



Jennifer Santos... Publicis One Philippines

sets, sponsorship and events. Payn has also activated a number of global campaigns regionally and managed Zurich's Proud Partner sponsorship and event hospitality for some of the region's most notable golf events. Colleagues praise her for "thinking about the business holistically" and for "her focus on the end customer". She also earns admiration for refusing to "stay inside a marketing bubble but strives to learn from and offers her expertise to colleagues across departments".

Kaoru Hashimoto
Country manager, Japan
Sizmek

Hashimoto joined Sizmek (then known as MediaMind) as a sales engineer more than three and a half years ago, in a role that required excellent communication and project management skills along with vast technical knowledge. Her performance in this role demonstrated her ability to lead and at the start of 2015 the company named her country manager for Japan. In the past year, Hashimoto is credited with stabilising Sizmek's business in Japan, and establishing a strong team with key new hires. She has also implemented new operational and management processes which have raised service levels leading to a higher rate of client satisfaction. Hashimoto additionally worked closely with the local marketing manager to develop and implement marketing campaigns in the region aimed at raising awareness of Sizmek's brand.

Sunshine Farzan
Vice-president, head of marketing and communications
MetLife Hong Kong

At MetLife, Sunshine Farzan is leading the most significant branding and marketing efforts in the company's 20-year history in Hong Kong. She has taken an innovative approach to promoting MetLife in Hong Kong, and made the brand stand out against more established competitors with higher budgets through a creative use of digital and social platforms.

A digital obsessive, her passion for using social media and mobile to connect with consumers has recently seen award-winning campaigns to acquire and engage with customers. However, her horizon

extends beyond the virtual world, and Farzan believes in designing campaigns that seamlessly integrate their offline and online elements.

Her notable achievements include 'MetLife infinity', Hong Kong's most popular insurance app; the local launch of 'Dream for my child', a viral social media video; the recent 'Light up your dreams' mobile-led brand campaign; as well as the launch of MetLife Breast Cancer Protector, Hong Kong's first online breast cancer product, in partnership with Hong Kong Breast Cancer Foundation.

Jennifer Santos
Chief media officer
Publicis One Philippines

Santos started her career in Manila as an account executive at Grey, Lowe and Leo Burnett handling both international and local clients. In each of these agencies she was promoted quickly and became an account director with local and regional responsibilities. By the age of 27, she was leading her own team and began winning creative awards for her team's work. Santos went on to become the marketing director for Globe Telecom — a former client — and she led the repositioning of the brand and the launch of a new advertising campaign. During her stint at Saatchi & Saatchi Thailand, the agency got its highest ever client evaluation. Santos then worked at P&G for seven years and with all of P&G's agencies in Asia. In 2012, she joined Mindshare Philippines as managing partner. Within three months of heading the team, they set up a 60-to-70-person operation handling the ATL and newly acquired digital media business. Last year, Santos became CEO of Zenith Optimedia Philippines. This year Publicis One management expanded her remit to add chief media officer in charge of Starcom Mediavest on top of her Zenith role.

Kristy Castleton
Founder and CEO
Rebel and Soul Singapore

After working on a friend's event project in Singapore, Castleton never left and instead founded her own international event agency, Rebel and Soul. Since its founding in late 2013, the agency has only grown. In the last year alone, Rebel and Soul has delivered 37 events in eight countries and served



Annika Payn...
Zurich
Insurance
Group



Kristy Castleton... Rebel and Soul Singapore

many of Southeast Asia's leading brands, with clients including Thomson Reuters and Credit Suisse, as well as international brands, such as Facebook and Chanel. A self-confessed "nerd at heart", Castleton's love for technology has driven her agency's use of innovative and functional event-tech that helps create the positive interactions and memorable life-enhancing experiences for both consumers and brands that she envisioned when founding the agency. She is also known for her work on groundbreaking tech-solutions, such as the Neuromance installation at the Dentsu Aegis Network Spikes party that took real-life relationships into a digital game-like world, promoting social engagement that connected with consumers.

Jane Gu
Operations director
OMG China

Gu began her career in an insights role at Mindshare before joining Accenture, where she first worked with Doug Pearce — her current boss at OMG China. Gu was an integral part of the team which "started from zero and built the entire offering", spending almost six years working across multiple APAC markets gaining a deep insight and understanding of the media landscape in the process. Gu later transferred to Accenture's Singapore office before receiving the call from OMG China. In the past year, Gu has been involved in a number of structural change projects, including moving and appropriating resources to continue expanding OMG, OMD and PHD's programmatic offerings. Her post calls on her to span the gap between the finance and business teams in each department. Each has different targets, but Gu has to keep the over-arching corporate budget in mind, while also instituting global office requirements. Pearce said: "Jane is a star who is always there in the background, helping our teams be the best we can be, committed to helping us improve and adapt to change."

Michelle Toy
Head of marketing and communications
BNP Paribas Securities Services Asia-Pacific

Toy began building her career 10 years ago, initially learning the marketing models of corporate ac-



Jane Gu... OMG China

cess on the agency side with clients such as Merrill Lynch and CLSA. Since then, she has been vice-president at Nomura, vice-president of global marketing at State Street Asia-Pacific, before taking on her current role at BNP Paribas, one of the top three banks with an integrated solution. It is here that Toy has accomplished her biggest achievements yet. She has developed and implemented successful multi-channel marketing strategies aimed at enhancing BNP Paribas' market share in the region and also contributed to the bank's media partnership with Global Trading that granted the bank access to front office executives to introduce their services as the largest third-party clearer in Hong Kong.

Kim Hann
Executive director
2DataFish

Coming from an eclectic background, which includes a stint at Reader's Digest, establishing her own brand as a fashion designer and web developer, Hann brings a diverse range of skills and experience



Michelle Toy... BNP Paribas Securities Services

to her work at 2DataFish. Hann founded the agency with her brother, Steven Hann, in 2010, and successfully developed it to become one of Adobe's Premium partners. She had the belief and intuition to create a business that was a 'no-name' to demonstrating to enterprise clients that the brand could change their business and drive measurable value. Since the data and personalisation business was acquired by Publicis last August, she has overseen its successful integration into the network. The agency now fulfils a central role in Publicis.Sapient's services, influencing every aspects of their business from UX, strategy, technology, media performance and ecommerce.

Hann's business acumen, creative and fashion experience have been the driving force behind the constant innovation 2DataFish has demonstrated since its inception. She is fired up by the need to continuously drive value and relevancy to customers' business, regardless of their size, and is a firm believer in the need to demonstrate value on a daily basis.

Kyoko Matsushita
Asia-Pacific CEO
Essence

Kyoko Matsushita is someone who is not afraid to do what she feels needs to be done. In Japan, where she is based, that means rocking the boat in order to get marketers up to speed with the rest of the world in using digital to build brands, and in using data to back up their actions. But she is also making convincing progress on a bigger challenge, which is cementing Essence in Asia-Pacific.

Matsushita joined Essence in 2014 from a background in gaming and technology, having worked at most recently at Gree, and before that Electronic Arts and Sony. At Gree, she was based in London as VP for EMEA of the Mobile Game Studio, overseeing a team of more than 70 and managing product development, marketing, media and business operations. She was swayed to make the move by the emphasis Essence puts on developing proprietary tools. Matsushita's style is to avoid compromise when hiring, and she likes to work with people with complementary skillsets to her own.

Soon after setting up the Japan office, she extended her role to include Singapore as regional MD. A year of strong revenue growth, and smooth management of Essence's acquisition by GroupM, saw her promoted to Asia-Pacific CEO in February. The network now also covers Shanghai and Sydney.



Kim Hann... 2DataFish



Kyoko Matsushita... Essence



Monica Bhatia Kapur... Maxus



Miranda Dimopoulos... IAB Singapore

Monica Bhatia Kapur
Digital director Asia-Pacific
Maxus

On joining Maxus Indonesia three years ago, Monica Kapur faced a daunting uphill struggle. Despite being a digital rookie herself and armed with an equally inexperienced team, she set out to convince a cyber-skeptic market to move their ad dollars away from tried-and-trusted TV. At the same time, Kapur needed to grapple with the massive L'Oréal Indonesia account, which spanned three verticals and more than 15 brands. Kapur took these challenges in her stride, growing Maxus Indonesia's digital business by 400 percent, setting L'Oréal on an award-winning digital roll and training up that green team into 12 seasoned 'digital evangelists'. In the process, she helped bring in six new businesses for Maxus and increase billing by 24 percent. Kapur has since moved to the Singapore office to take on an enlarged role across the APAC region. She has been instrumental in overhauling the digital acceleration process for key clients, and has rolled out digital measurement processes, consolidating digital media buys to drive efficiencies and formalising regular knowledge management. Having progressed swiftly from digital innocent to mentor, Kapur places a strong emphasis on nurturing talent. Her weekly 'Maxus Huddle' speeds up the development process within the office, while her 'Connexus' and 'Maxus Academy' initiatives are boosting skills across the region.

Miranda Dimopoulos
CEO
IAB Singapore

Miranda Dimopoulos took the reins at IAB in Singapore in 2014 and has launched herself into the role with tremendous enthusiasm. Her first actions included upgrading staff's access to the research, case studies and global best practice that underpin the IAB's training programmes, and establishing seven professional committees to help set industry standards in their area of specialisation. The IAB's membership has since increased fivefold and demand for the board's professional training sessions has rocketed — educating over 2,500 professionals in her tenure so far. In recognition, the IAB promoted Dimopoulos to CEO early this year. She has also led the IAB to take a proactive role in addressing key

issues facing the industry — she brought together key personnel from the region's main tech players to confront ad fraud and set a globally recognised viewability standard for Southeast Asia.

Dimopoulos draws on extensive experience agency-side with Publicis Groupe in data analysis and global new business. After seven years of engaging some of the multinational French agency's key accounts in multiple markets, she came into her own to develop full end-to-end digital strategies for clients including Google, Tourism Victoria, and L'Oréal.

Kimberlee Wells...
Whybin
TBWA



Kimberlee Wells
Melbourne
CEO of Whybin TBWA

Since Wells joined Whybin TBWA in 2011, she has been hailed as a 'game-changer', ascending from national head of customer strategy to CEO in four-and-a-half years. Wells has led the business through significant changes such as integrating print and digital studios. She is also passionate about creating opportunities for her staff and has introduced training programmes to foster in-house talent. Wells is credited with changing agency processes and client protocols, leading to strong creative ideas including the rebranding of an ANZ bank branch into GAYNZ for Mardi Gras. She is also behind the Medibank campaign that put breast-feeding mothers on TV for the first time and #equalfuture, the campaign that demanded a Senate enquiry into financial gender equality. The agency has been recognised in over 80 international awards including Cannes Lions, One Show, New York Festivals and D&AD. Keith Smith, international president of global brands TBWA, says Wells "brought new thinking and a completely different way of working to what had always been a very male-dominated advertising culture".

Miki Iwamura
MD of brand and marketing APAC
Google

Miki Iwamura joined Google when the brand was "irrelevant" in Japan, and has played an integral role in building it into the leading position it's in today. Her approach has focused on two main aims: making Google's technology relatable and appealing to everyday people, and giving marketers at companies big and small a compelling reason to use that technology to build their own brands. Much of the work she champions for Google is experiential or utility-based, and sometimes seeks to bring about social change. She is credited with helping change perceptions towards YouTube creators with the campaign 'I live what I love', which resulted in "YouTuber" becoming a household word. Her most recent initiative is 'Women will', an ambitious project that uses technology to help women return to work after becoming mothers. As part of this, Google's team visited around 15,000 villages to give training in basic web skills, and in Japan generated 5,000 ideas to support working mothers with the help of more than 1,000 companies.



Miki Iwamura... Google

Regina Goh
Managing director
Blis Asia

Known to her friends as the “tech geek”, Regina Goh is a mobile expert with a solid record for achieving real growth and performance across the digital marketing sphere. Goh started out as a software engineer for a mobile tech firm, and has since crammed a diverse range of experiences into her 15-year career. She joined Blis in January 2015, tasked with leading and building the global location tech company’s Asian operations. In 18 months with the firm, Goh has almost trebled her staff and expanded the Singapore team from a sales-only function to include account managers. Goh has also been activating new revenue in the region and growing the operation into a multimillion-dollar business. She has a fundamentally democratic management style, believing team members should be equally free to voice opinions and make suggestions, irrespective of seniority.



Regina Goh... Blis Asia

Winnie Lee
Chief operating officer
Appier Taiwan

With a master’s degree in biological sciences and a PhD in immunology, Lee might not appear the most natural fit for an artificial intelligence tech company. Yet she has been at the forefront of Appier’s journey as a small tech firm in Taiwan, to its growth into a cross-functional organisation with more than 150 employees across 11 countries. Lee was the first non-engineering employee and has continued to build the firm’s non-engineering teams and functions. She strives continually to align the company’s vision, culture and goals. Lee is passionate about growing the tech ecosystem in the region, likening it to her background in immunology, stating that “the key to success is asking the big questions” and experimentation. “You figure out the real problem you’re solving for your users, then you need to be willing to launch and iterate quickly, improving your service as feedback comes in.” Appier CEO and co-founder, Chihhan Yu says Lee’s “contributions to strategy and organisation are one of the key reasons why Appier has become the Appier of today”.

Nathamon Kongthananon
CEO

Flex iProspect Thailand

Known among staff for her “warrior” personality, Nathamon Kongthananon is intensely driven and willing to aggressively work towards high goals. Testament to this and the self-confidence that is the fact she established her first company in 2005 at the age of just 24, digital agency Flexmedia. Four years later, she launched a subsidiary company, Search Maximizer, which developed into a highly profitable unit, and was bought out by Adways Japan in 2012. Turning her full attention back to Flexmedia, Kongthananon continued to expand the business, taking it from an initial two employees to over 30 in 2015, when the agency was acquired by iProspect. Since becoming part of Dentsu Aegis Network, the agency’s staff has more than doubled again, currently more than 70 with plans to expand further to hit 200 by 2020. Kongthananon is passionate about mentorship and drives her team to keep digital innovation at the heart of the business. Kongthananon has taken an active role in the wider network, becoming a member of One @ Dentsu Aegis, a diversity initiative that promotes female leadership and CSR partnerships across the APAC region.

Caryll Van Dort
Managing director
MSLGroup Sri Lanka

Van Dort is hailed as a dynamic PR professional, who is renowned for “her passion, her unwavering dedication and her effervescent personality”.

Under her leadership, the agency’s PR operation has grown from strength to strength and is currently the most awarded PR unit in the country.

She has tripled her team from three to nine and the firm won the first-ever gold medal for the country in the Public Relations and Corporate Responsibility category at Spikes Asia last year.

Most recently, Van Dort helped steer her team through the transition from being part of Arc Worldwide to becoming part of MSLGROUP.

She currently handles a rapidly expanding portfolio of over 25 retainer clients, including global giants such as Coca-Cola, Samsung, Land Rover UNICEF and Jiffy. She also manages leading local clients such as Blue Mountain, Serendib Flour Mills, and Mihin Lanka.

➔ www.campaignasia.com/wtw

Winnie Lee... Appier Taiwan (left)

Nathamon Kongthananon... Flex iProspect Thailand (right)



Caryll Van Dort... MSLGroup Sri Lanka