

Access to Experts



Jean Wylie

Program Director, China Communication & Marketing Council
The Conference Board

Jean has over two decades of experience in the PR and marketing communications business in both the UK and Mainland China. Since 2001, Jean has been based in China, with stints in Beijing and Shanghai where she now resides. During this period, she has headed up marketing & communications teams at leading global PR agencies including Hill & Knowlton and Ogilvy spearheading accounts for MNC's such as Coca-Cola, Procter & Gamble, adidas, and Rolex. Most recently, Jean was Managing Director of luxury PR agency, ReuterPR, growing the company from three to 17 people and increasing revenue by over 30% year on year.

In addition to her specialization in marketing communications and creating integrated, multi stakeholder 360 campaigns, Jean has extensive experience in corporate communications with particular interest in CSR initiatives.

During a brief period away from the world of PR, as Managing Director, Jean launched the inaugural World Retail Congress Asia Pacific. Developing a compelling programme of topics, world leading speakers and using an innovative programme format, the inaugural congress exceeded attendance by 40% and sponsorship revenues were 20% greater than forecast.

In May of this year, Jean established her own bespoke consulting practice aimed at provided strategic counsel to British Brands and Companies, UK based, wanting communication insights into the China market. The company also offers on the ground execution in China with a specialization in digital communications.

Over the years, Jean has been a regular speaker at events in China and in the UK, most recently at the China Britain Business discussing the Luxury Industry in China. She coauthored, with Hung Huang (??), publisher of i-Look, an opinion survey entitled "China Cool Hunt - Insights into the Hearts, Minds and Wallets of Chinese Youth". It received widespread international media coverage.

Jean has an MA from the University of St. Andrews, Scotland.