Access to Experts

David Turchetti

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David Turchetti is responsible for delivery of key insights to China Center members, production of China Center programing, and acquisition of the highest caliber new members to grow the organization. Through pioneering, on-the-ground research, Turchetti helps member of The Conference Board China Center for Economics and Business in Beijing understand realities of China’s economy and business environment and improve their strategic planning, risk management, and operational effectiveness. Topic areas include:

- Corporate strategy—China markets;
- Chinese consumer trends;
- Marketing and communications in China; and
- Technology and digital transformation.

Turchetti strives to ensure China Center members receive the maximum possible value from the Conference Board’s research products, issue discussions, and peer networking platforms. He helps members understand and use the products to improve their business performance and gathers member feedback to drive the China Center’s research agenda and activities. He teams with colleagues to produce China Center programing, including member councils, roundtables, executive peer-exchange sessions, and corporate briefings on high-priority topics.

Turchetti has lived and worked in China for twenty years. He previously led the China subsidiary of publicly-listed Singapore Press Holdings (SPH). Prior to SPH, he was vice president, programs at the American Chamber of Commerce in Shanghai. He has deep experience in marketing strategy and implementation from his years at the Blue Focus Group and his own digital agency. In his early career, he served on the speech writing team of US Secretary of State Warren Christopher. He is a graduate of the University of California, Berkeley.

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Publications by David Turchetti

China Center Publications

- Working with China's E-Commerce Giants: Insights from the 2019 Deep Dive Exchange
  17 June, 2019
  14 March, 2019