



GLOBAL SHOPPING FESTIVAL 2018

KEY OPINION LEADERS

DANIELLE BAILEY, MANAGING VICE PRESIDENT, APAC, L2 INC.

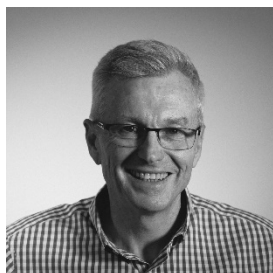


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In her tenure at L2, Danielle has spearheaded the expansion of the Digital IQ Index® research methodology into new markets and verticals. She has co-authored more than 25 L2 studies including the first Digital IQ Index® focused on China in 2011. Danielle leads a team in longitudinally tracking and assessing the digital competence of more than 500 brands in China, Korea, and Japan. She sets the research agenda designed to highlight emerging trends, identify best practice case studies, and benchmark brand performance across the Beauty, FMCG, Luxury and Retail industries. The team annually publishes 10 pieces of research whose recent topics include celebrities and KOLs, livestreaming and short video, the Alibaba ecosystem, emerging e-commerce platforms, and cross-border commerce. Based on the research, Danielle provides strategic recommendations to help global brands operating in Asia develop their digital roadmap and optimally allocate resources.

Additionally, Danielle built the data partnership practice at L2, engaging innovative data providers to develop new metrics and analytical frameworks to benchmark digital performance. Prior to L2, Danielle managed the implementation of award-winning mobile initiatives for large media clients, including NBC Universal and The New York Times Company. Danielle has a B.S. in Systems Engineering from the University of Virginia and an M.B.A. from NYU Stern.

JON BIRD, EXECUTIVE DIRECTOR, GLOBAL RETAIL, VMLY&R



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An Aussie based in New York, Jon heads up VMLY&R's global retail practice, working at the intersection of digital and retail for some of the world's best brands.

Before relocating to the US in 2014, Jon was based in Australia and was a founding partner and ultimately Executive Chairman of IdeaWorks, which became the region's foremost specialist retail marketing agency. He also served as Director of Retail Marketing for M&C Saatchi in Sydney and was Chairman of trade publication Inside Retail.

Jon is a regular and passionate commentator on all things retail. He is a contributor to Forbes, and speaks at events and conferences all over the world from Sydney to Santiago. When not working on retail, Jon likes to be in retail – shopping physically and digitally, picking up on trends and gathering new insights.



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DUNCAN CLARK, OBE, CHAIRMAN, BDA CHINA



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Duncan Clark is an expert on the Internet and entrepreneurship in China, where he has lived and worked for almost 25 years.

Duncan Clark is Chairman of BDA China (www.bda.com), an investment consultancy company he founded in Beijing in 1994 which today has a team of 120 professionals. Prior to BDA Duncan worked as an investment banker with Morgan Stanley in London and Hong Kong.

Duncan is author of 'Alibaba: The House That Jack Ma Built', selected by The Economist as a 'Book of the Year' and shortlisted as a Financial Times/McKinsey 'Business Book of the Year' in 2016. Published in English by HarperCollins the book is available in Chinese and in over twenty local language editions.

Duncan serves as a Global Trustee of the Asia Society in New York, an independent director of Bangkok Bank (China) in Shanghai, a member of the Advisory Board of the Pictet Digital thematic mutual fund, and a trustee of the UK charity/international board of the San Francisco-based NGO WildAid, dedicated to ending the illegal wildlife trade in our lifetimes. An early advisor to leading China Internet entrepreneurs, Duncan is a business angel investor in ventures including App Annie, Student.com and Radish Fiction.

A UK citizen who grew up in England, the US and France, Duncan is a former Chairman of the British Chamber of Commerce in China. In 2013 he was named O.B.E. for services to British commercial interests in China. A graduate of the London School of Economics, Duncan serves (since 2016) as a Visiting Senior Fellow at the LSE's new Institute of Global Affairs. He was earlier invited for two years as a Visiting Scholar at Stanford University where he co-founded China 2.0, an influential research initiative and forum at the Stanford Graduate School of Business.

JASON DING, PARTNER & CO-LEADER OF CONSUMER GOODS AND RETAIL PRACTICE, GREATER CHINA, BAIN & COMPANY



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Jason Ding is a partner in Bain & Company's Beijing office. He is the Greater China Leader for the consumer products and retail practices.

Jason has over 20-year experience in management consulting in Greater China, providing all-round management consulting services to leading MNCs and large SOEs operating in consumer products and retail, telecom, high tech. and PE industries, with scope covering growth strategy for large-scale enterprises, corporate brand strategy, sales and marketing, performance improvement, organization transformation, HR and other key areas.



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Jason is the co-author of Bain annual white papers, e.g. China E-commerce Market Study, China Shopper Report, earning broad attention and acclaim from the consumer product and retail industry.

Jason spoke at major conferences such as Yabuli summit and top industry forums such as Wangfujing Business District Forum to share extensive industry experience and strong market insights. The top global and local business press also recognizes his views, including Wall Street Journal Asia, China Central Television, China Business News, China Business Journal and Harvard Business Review.

Jason is keen on charity and currently serves as a council member of Social Venture Partners (SVP) China.

Jason owns a M.Sc. degree from Sauder School of Business, University of British Columbia and a B.Eng. degree from Tsinghua University.

REBECCA FANNIN, FOUNDER & EDITOR, SILICON DRAGON NEWS



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Rebecca A. Fannin is a leading expert on global innovation. As a technology writer, author and media entrepreneur, she began her career as a journalist covering venture capital from Silicon Valley. Following the VC money, she became one of the first American journalists to write about China's entrepreneurial boom, reporting from Beijing, Shanghai and Hong Kong.

Today, Rebecca pens a weekly column for Forbes, and is a special correspondent for CNBC.com. Rebecca's journalistic career has taken her to the world's leading hubs of tech innovation, and her articles have appeared in Harvard Business Review, Fast Company and Inc., among others.

Rebecca's first book, *Silicon Dragon: How China is Winning the Tech Race* (McGraw-Hill 2008), profiled Jack Ma of Alibaba and Robin Li of Baidu, and she has followed these Chinese tech titans ever since. Her second book, *Startup Asia* (Wiley 2011), explored how India is the next up and comer, which again predicted a leading-edge trend. She also contributed the Asia chapter to a textbook, *Innovation in Emerging Markets* (Palgrave Macmillan 2016). She is working on her next book (Hachette, 2019).

Inspired by the entrepreneurs she met and interviewed in China, Rebecca became a media entrepreneur herself. In 2010, she formed media and events platform Silicon Dragon Ventures, which publishes a weekly e-newsletter, produces videos and podcasts, and programs and produces events annually in innovation hubs globally. Rebecca also frequently speaks at major business, tech and policy forums. She resides in New York City and San Francisco, and logs major frequent flier miles in her grassroots search to cover the next, new thing.



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TOM GOODWIN, EXECUTIVE VICE PRESIDENT & HEAD OF INNOVATION, ZENITH MEDIA

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Tom Goodwin is the EVP, Head of Innovation for Zenith Media, his role is to understand new technology, behaviors and platforms and ideate and implement solutions for clients that take advantage of the new opportunities these make possible.

Tom is also voted the #1 voice in Marketing by LinkedIn with over 640,000 followers on the platform, he is also one of 30 people to follow on Twitter by Business Insider & the top two people in Advertising to follow by FastCompany. Tom recently wrote Digital Darwinism, a book aimed to help companies understand change in the world and to be more optimistic about what technology means for business.

An industry provocateur and commentator on the future of marketing and business, he's a columnist for the Guardian, TechCrunch and Forbes and frequent contributor to GQ, Ad Age, Wired, AdWeek, Inc, and Digiday. He features on Global TV as a regular guest on i24News's "Cutting Edge" section.

MICHELLE GRANT, HEAD OF RETAILING, EUROMONITOR INTERNATIONAL



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Michelle Grant is the Head of Retailing at Euromonitor International. In her role, Michelle has direct responsibility over Euromonitor's research on the retailing industry, conducted in nearly 100 countries. She produces insights on the retailing industry through articles, reports and multimedia. The mission of the retailing team is to explain how the world will shop. She works closely with clients throughout the retailing ecosystem, providing insight into consumer trends and market performance to help companies make informed, strategic business decisions.

Michelle is a 2017 Women2Watch award winner and a 2017 LinkedIn Top Voice for Retail. She shares her thoughts on the global retailing industry as a Forbes contributor and with quotes in a range of publications, including the Wall Street Journal, the New York Times, and the Financial Times. She is a well-known public speaker with presentations at Shoptalk, World Retail Congress and LATAM Retail Show.

Previously, she was a Travel Research Manager and a Research Analyst for Latin America. Michelle has a Bachelor's of Arts in Economics and Finance from Washington University in St. Louis.



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LAUREN HALLANAN, VICE PRESIDENT OF LIVE STREAMING, THE MEET GROUP

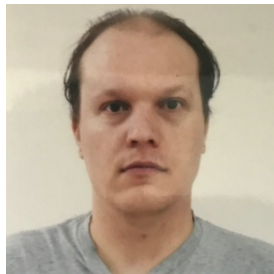


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Lauren is the VP of Live Streaming at The Meet Group and a Chinese social media marketing expert focusing on influencer marketing, live streaming, and social commerce. She's a contributing writer at Forbes, Jing Daily, and PARKLU, and host of the China Influencer Marketing and Stream Wars podcasts. She is also the co-author of the newly published book Digital China: Working with Bloggers, Influencers and KOLs.

Lauren herself is an influencer, with followings on several Chinese social media platforms. On top of that she runs a blog dedicated to analyzing the Chinese live streaming industry, www.chinalivestream.com, which she originally started as a way to document her journey of becoming a popular broadcaster with over 400,000 Chinese fans.

HENDRIK LAUBSCHER, CEO & CHIEF ANALYST, BLUE CAPE VENTURES



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Hendrik Laubscher is the CEO and Chief Analyst at Blue Cape Ventures. Hendrik has a decade's worth of e-commerce experience in emerging markets and worked for some of the largest e-commerce businesses in Africa. Hendrik curates a must-read newsletter for e-commerce executives and currently provides strategic and consulting services to global e-commerce investors related to marketplaces. E-commerce and cross-border e-commerce.

FRANK LAVIN, CHAIRMAN & CEO, EXPORT NOW



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Frank Lavin is Chairman and CEO of Export Now, a US firm that helps international brands compete and win in China e-commerce, managing store operations and strategy for both new-to-market and established brands. Frank is also a contributor to Forbes.com on China e-commerce and consumer behavior, a regular guest host on CNBC Asia, and the author of the business book "Export Now," which discusses international corporate strategy.

Previously, Lavin served as Undersecretary for International Trade at the U.S. Department of Congress and as U.S. Ambassador to Singapore in the Bush (43) Administration. He served in the White House and the National Security Council in the Reagan and Bush (41) Administrations.



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ZOE LEAVITT, MANAGING ANALYST, CB INSIGHTS



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Zoe Leavitt is a managing intelligence analyst at CB Insights, where she tracks the rising startups and emerging technologies shaping the future of CPG and retail. She works with leading CPG companies around the world and manages the CPG Insights newsletter, which reaches 45k+ executives, entrepreneurs, and investors. Zoe was named 2018's #1 voice in retail by LinkedIn, and her work has been featured by CNBC, WSJ, CNN and more.

Prior to joining CB Insights, Zoe worked in equity research at Cowen Group and supported consumer analytics at the consumer finance group of the Bank of China in Shanghai. Zoe graduated from Stanford University with a degree in International Relations.

DAVID ROTH, CEO OF THE STORE AND CHAIRMAN OF BRANDZ AND BAV GROUP, WPP



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David started his career at the House of Commons working for a member of the UK Parliament. He swapped politics for the cut and thrust of advertising. Joining Bates Dorland, he became main board director for strategy and Managing Director of the consulting and digital divisions and CEO of the worldwide retail and technology centre of excellence. David joined Kingfisher's B&Q plc, one of Europe's largest retailers sitting on the main board of directors as UK and International Marketing Director. David was on the management team that led B&Q's international expansion to Eastern Europe and Asia including China where he lived in Shanghai for a while.

David is now at WPP as the CEO of The Store, EMEA and Asia, the WPP Global Retail Practice and Chairman of BrandZ and BAV Group. David leads WPP BrandZ, the world's largest brand equity study. David is an acknowledged expert in Branding and Consumer change in China. He is a leading authority on digital and Artificial Intelligence in retail.

David has authored a number of books and studies, including "A History of Retail in 100 Objects"; "The Third Era of Digital Retailing"; "Smart Shopping - How Artificial Intelligence is transforming the retail conversation"; "Retailing to the customer of one. How mass customisation and IoT makes the personal possible and profitable"; "The Thoughts of Chairmen Now: Wisdom and Insights from China's Business Leaders and Entrepreneurs"; "The China Dream" and his latest Book "Brand Stories" celebrating the enduring power of iconic brands.

He broadcasts and lectures around the world including BBC, CCTV China, Phoenix TV China, CNBC. Yale, CKGSB and Cambridge Universities and The World Economic Forum, Davos.



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David is a non-executive director of the NGO, “TFT”, an organisation dedicated to sustainable production. He is Chairman of the Centre for International Business and Management (CIBAM) where Academics, Business and Policy Makers meet with activities taking place at Queens’ College, University of Cambridge. He is also a board member of China-Britain Business Council.

JEFFREY TOWSON, PRIVATE EQUITY INVESTOR / ADVISOR, PEKING UNIVERSITY PROFESSOR



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Jeff is a private equity investor, Peking University professor, best-selling author and speaker. His writing and speaking are on Chinese consumers and digital China.

According to LinkedIn, he is the #1 followed professor in China (+2.8M followers). He is the #1 LinkedIn Top Voice for Finance globally (2017). He was also one of Alibaba’s 15 “Global Influencers” for 2017.

He is a frequent speaker at companies, conferences and universities around the world. He has been seen on CGTN, CBS News, ABC and other programs.

His investment / advisory work is in healthcare, primarily in the US and China / Asia. Jeff was previously Head of Direct Investments for Middle East North Africa and Asia Pacific for Prince Alwaleed, nicknamed by Time magazine the “Arabian Warren Buffett”.

His latest books are the One Hour China Book, the One Hour China Contrarian Book and the One Hour China Consumer Book. All were (are) Amazon best-sellers.

Jeff lives in Beijing and Las Vegas.

DEBORAH WEINSWIG, FOUNDER & CEO, CORESIGHT RESEARCH



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Deborah Weinswig is an award-winning global retail analyst and a specialist in retail innovation and technology. As Founder and CEO of Coresight Research formerly Managing Director of Fung Global Retail and Technology, the think tank for the Fung Group, she is responsible for building the team’s research capabilities and providing insights into the disruptive technologies that are reshaping today’s global retail landscape. Weinswig was named one of the Top 50 Retail Influencers by Vend in both 2016 and 2017 and received the Asia Retail Congress’s Retail Leadership Award in 2016.



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Prior to leading FGRT, Weinswig served as Head of the Global Staples & Consumer Discretionary team at Citi Research. She was ranked as the #1 analyst by Institutional Investor for 10 years and was named one of the 36 Best Analysts on Wall Street by Business Insider in 2012.

Weinswig is a member of the Advisory Board of several accelerators, including Alchemist Accelerator (where she serves as Faculty Mentor), The Cage (a Hong Kong–based accelerator powered by The Lane Crawford Joyce Group), Entrepreneurs Roundtable Accelerator, Grand Central Tech, New York Fashion Tech Lab, Plug and Play, Revtech Accelerator, Techstars, TrueStart (UK) and XRC Labs. She is on the FIT Couture Council and is involved in early-stage investing through the Hong Kong Business Angel Network (HKBAN) and Golden Seeds. Weinswig also serves as an advisor to companies such as Eventable, Fashwire, Nanopay, RetailNext, Rubin Singer and Smartzer.

In addition, Weinswig is a member of the board of a number of philanthropic organizations, including GoodXChange (where she is also Chief Research Officer), Soles4Souls and Street Soccer USA. She is an Executive Board Member of The Terry J. Lundgren Center for Retailing at the University of Arizona and an Advisory Board Member of the World Retail Congress, Weinswig also serves as an e-commerce expert for the International Council of Shopping Centers' (ICSC's) Research Task Force and was a founding member of the Oracle Retail Industry Strategy Council. She was recently named to the Board of Directors of Kiabi and Xcel Brands, Inc.

Weinswig is a Certified Public Accountant. She holds an MBA from the University of Chicago.

DR. DANIEL ZIPSER, SENIOR PARTNER, MCKINSEY & CO.



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Daniel Zipser is a Senior Partner in the Shanghai Office of McKinsey & Company and leads its Consumer & Retail Practice in Greater China. He works with local Chinese leaders to transform their businesses by driving profitable growth in China and delivering successful global expansion. He also works with some of the world's largest consumer companies to drive their performance in China and elsewhere in Asia. He joined McKinsey in 2001 and was a member of the German Office before transferring to China in 2007.

Daniel works with a broad set of consumer companies spanning beauty, food, beverages, beer, spirits, fashion, apparel, retail and automotive.

Daniel holds a PhD in Finance and a master's degree in economics and business administration from Otto Beisheim School of Management (WHU) in Vallendar, Germany.