



刘阳

利欧数字网络副总裁

琥珀传播首席执行官兼创始人

刘阳是最年轻的各大奖项评审主席，亦是首批进入资本市场的新锐数字营销公司掌舵人。作为数字营销领域备受瞩目的领导者和开拓者之一，刘阳于 2005 年创立琥珀传播，并成功将其经营为业界最受关注的新锐数字整合营销公司之一，被《广告时代》誉为中国“炙手可热的数字广告公司”。

不仅如此，琥珀传播成功跻身“2014 艾菲大中华区实效代理商 TOP 10”、“2015 艾菲大中华区持续实效代理商 TOP 10”、获选 Campaign 颁发的“2013 大中华区最佳独立代理商”，并斩获虎啸奖、艾菲奖、金印奖、金投赏等数百项大奖。琥珀传播于 2015 年成功入选中国 4A 协会。

2014 年，琥珀传播作为创始盟员并入中国 A 股数字营销第一股利欧股份（002131），晋升为利欧数字网络副总裁的刘阳，与包括琥珀传播在内的七家盟员公司一起，坚定推进‘互联网+’战略，努力打造数字营销完美闭环，建立利欧数字网络“数字驱动的整合营销生态”，打造全球最领先的数字传播集团。利欧数字网络是中国数字营销委员会理事单位。

他担任的评审工作包括 2015 One Show 大中华区终审评审及创意营导师、2015 中国广告年度数字大奖发展委员会主席、2014 华文龙玺创意奖大中华区数字类评委主席、2014 亚太广告节互动类和移动类评委、2013 国际艾菲奖大中华区监审副主席及终审评委、2013 中国 4A 金印奖数字类评委主席等。

Amber Liu

Vice President, LEO Digital Network

CEO and Founder, Amber Communications

Amber is the youngest jury president of different industry awards. He is also the first group of digital agency leaders who join the capital market. As one of the leaders and pioneers in the field of digital, Amber founded Amber Communications in 2005 and successfully builds it into one of the industry's most recognized digital IMC agencies. Amber Communications is praised by <Ad Age> as China's "Best Digital Agency".

Amber Communications also earn the honor of being awarded as “2014 Effie Greater China Effective Agency Top 10”, “2015 Effie Greater China Sustained Effective Agency Top 10”, Campaign Asia's Agency of The Year “2013 Greater China Independent Agency of the Year” and won hundreds of awards from Tiger Roar Awards, China 4As, Effies, ROI, etc. In 2015, Amber Communications became a member of China 4A.

In 2014, Amber Communications was acquired by LEO Group (002131) as a founding member of China's first digital marketing A-share. Amber is promoted as Vice President of LEO Digital



Network. Amber Communications, together with other six founding members is devoted to building China's leading digital agency network by implementing "Internet+" strategy, creating a closed digital marketing loop and establishing LEO Digital Network's "Digital-driven IMC ecosystem". LEO Digital Network is recognized as "2015 Effie Greater China Effective Agency Network Top 10" right after its establishment. LEO Digital Network is a member of China Digital Marketing Committee.

Amber was final round judge and instructor for Youth Creative Festival of 2015 One Show Greater China, President of 2015 China Advertising Digital Marketing Awards Development Committee, Jury President for Digital of 2014 Longxi Creative Awards, judge for Interactive & Mobile Lotus of 2014 AdFest, Vice Chairman of Supervisory Committee and final round judge of 2013 Effie China Awards, Jury President for Digital of 2013 China 4As Awards.