



莫熙慈 Danny Mok

CEO, Leo Burnett China

DANNY joined Leo Burnett in February 2015 and manages 3 offices in China – Shanghai, Beijing and Guangzhou. He has over 20 years’ experience across advertising, marketing and information technology, served various senior executive positions in companies including Grey, BBDO, CSL and PCCW.

Prior to joining Leo Burnett, Danny was the CMO at CSL Limited – the No.1 mobile operator in Hong Kong with 4 million subscribers in a city only with 7 million people. He was the chief architect of CSL’s 3 mobile brands and led over 100 marketing professionals in delivering core business initiatives including device and product, brand communication, pricing, research, corporate affairs, merchandizing and customer loyalty programs.

Other than building successful brands, Danny also has excellent track record in building successful advertising agencies. He was the CEO at Grey Shanghai and Hong Kong from 2005 to 2013. During his tenure, Danny had completely turnaround Grey from a small traditional agency acquired by WPP in 2005 and transformed Grey into an award winning and integrated agency providing advertising, digital marketing, CRM, shopper and event marketing services and eventually was named Agency of the Year in 2013 by Campaign Asia.

BBDO was the breeding ground for Danny, and he spent 8 years of his earlier advertising career there. BBDO selected him as the only person in Asia to attend Omnicom University in 2003. Danny was awarded runner-up in “2004 Best Account/Business Development Person of the Year” by Campaign Asia.

Danny holds a Bachelor of Computer Science Degree from the University of New South Wales in Australia, a Master of Business Administration Degree from the Kellogg-HKUST EMBA program. He currently serves as Board of Advisor at Kellogg Alumni Club of Hong Kong.