



Doug Pearce

**大中华区首席执行官
宏盟媒体集团**

Doug Pearce 于 2011 年 8 月被任命为宏盟媒体集团中国区首席执行官，并于 2013 年 5 月被升任为大中华区首席执行官。他拥有超过 26 年深厚的行业经验，在中国任职的 10 年间，他曾助力众多跨领域客户成功打造世界知名品牌，此外 Doug 也曾在 4 年的时间里，凭借独特的管理风格带领创意公司和媒介公司为客户提供咨询，有效地提升了客户的媒体投资回报。

就任宏盟媒体集团首席执行官之前，Doug 任职于埃森哲媒体管理团队亚太地区领导人期间，他跨区域地创建了广泛的业务关系，并与众多全球知名的客户合作。在此之前，Doug 曾就职于星传媒体大中华区首席执行官以及李奥·贝纳上海董事总经理。他的媒体职业生涯始于恒美广告。

Doug 拥有文学及市场营销双学位，他不仅活跃于行业协会和教育项目中，也曾任澳大利亚商务部驻上海的董事会成员。

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CEO, OMG Greater China

Doug was appointed CEO of Omnicom Media Group (OMG) China in August 2011, and in May 2013, CEO of OMG Greater China. He has over 26 years' experience, 10 of them China based, helping to build some of the world's biggest brands across a wide variety of categories. He is quite unique in his field in that he has led both creative and media agencies together with 4 years consulting to clients on improving their media ROI.

Prior to joining OMG China, Doug was the APAC lead at Accenture Media Management, where he built the business across the region, working with some of the World's most significant advertisers. Before that, Doug was the CEO for Starcom in Greater China and in an earlier role, was the Managing Director for Leo Burnett Shanghai. He started his media career at DDB Needham, before moving to Burnett.

Doug has a BA and a Diploma in Marketing. Apart from being an active participant in industry associations and educational programs, he is also a former Board Member of the Australian Chamber of Commerce in Shanghai.