

Elle Huang / CEO of OMG Taiwan

Elle is one of the best talents who has relative education background and is well experienced in this market. She got her master degree in media studies from the New School for Public Engagement. Right after graduation, she started to work in media industry and now, she has over 20 years of experience in media agency. Over the years, Elle has worked with numerous major brands, such as Fonterra, Mars, P&G, Unilever, PepsiCo, VISA, Tiffany, Johnson & Johnson, McDonald's, etc. Furthermore, she has management experiences in several well-known media agencies, for instance, IPG, StarCom, Mediacom and Carat. As the result, she not only has strong knowledge and insights on FMCG, fashion and premium brand, but also is good at strategic thinking, AOR management, resource management and negotiation management.

Elle had long been recognized as an elite management executive, and those few years, she went further to become a key influencer in the media industry. As the leader of Media Agency Association and the vice-chairwoman of Admen's Club, she aims to integrate different voices and to build consensus for pushing industry moving forward.