



**Jane Lin-Baden**  
CEO  
Isobar China Group

Jane oversees Isobar China Group which includes four award winning agencies nearly 1000 people in the China market. Isobar China Group was Runner-Up of Advertising Age's 2016 International Agency of the Year, and has won Digital Agency of The Year by Campaign Asia from 2011 to 2013 and in 2015, Digital Creative Agency of the Year at ROI Festival 2015 and Agency of the Year by Ad China consecutively for 5 years. Isobar China Group is the most awarded digital agency network in the China Market.

Jane has over 17 years industry experience in technology and digital marketing in both start-up and agencies, and client engagement experience including P&G, Yum, Mondelez, Kraft, Huawei, BMW, Philips, Shell, Sony Ericsson, Mars and Johnson and Johnson etc.

She holds a MBA degree from The Wharton Business School, University of Pennsylvania USA and MA of History of Contemporary Art, University of London UK.

**Industry and Award Credential :**

- 2015 China Woman to Watch, Advertising Age
- 2015 The Fastest Growing Agency CEO of the Year, China 4A
- 2015 Speaker of Cannes Lions Health, Cannes France
- 2015 ROI Jury, Shanghai China
- 2015 Campaign Magazine Digital A List
- 2014 Campaign Magazine Digital A List
- 2014 ROI Jury, Shanghai China
- 2013 Jury of Media360 Award, Shanghai China

---

**About Isobar China Group**

Isobar is a global full service digital marketing agency, driven by the purpose to deliver borderless ideas enabled by technology, in order to transform businesses and brands. Isobar is part of the Dentsu Aegis Network, a wholly owned subsidiary of Dentsu Inc.

Isobar China Group has nearly 1000 digital marketing pioneers in six offices across China, servicing Beijing, Guangzhou, Nanjing, Shanghai, Wuhan and Xiamen. Isobar China Group consists of Isobar China, OMP - Linked by Isobar, Trio Isobar and Verawom - Linked by Isobar. Isobar China Group was Runner-Up of Advertising Age's 2016 International Agency of the Year, Digital Agency of The Year by Campaign Asia from 2011 to 2013 and in



2015, Digital Creative Agency of the Year at ROI Festival 2015 and Agency of the Year by Ad China consecutively for 5 years.