



Lawrence Wan 温道明
Managing Director, Amnet China

Lawrence heads Amnet China, the programmatic trading desk unit under Dentsu Aegis Network China (DAN)

He is a Chinese Canadian who's worked across North America and Greater China for over 18 years. His experience spans across leading 4A agency groups in pioneering digital marketing roles to deliver value for global and local brands.

Previously, Lawrence was also the Managing Director at iProspect China, search and performance marketing agency under the DAN. Before joining DAN, he was the Principal Consultant at Effisis Digital. There, he was advising on business and product incubation for various fast-growing digital media start-ups. Other digital marketing roles included Managing Director of GroupM e-Business Solutions in China, General Manager of Digital at Omnicom Media Group (OMG) China, Business Manager at PCCW Directories, Effisis, HK's first pay-per-click contextual search ad network, Euro RSCG Interaction HK, and Modem Media.

Active digital marketing evangelist, participating in industry events speaking at AD:Tech, CAA, CASBAA, DCCI, DSZR, ROI Festival, and SES, along with regularly contributing to industry trade press including Campaign Magazine, Ad Age and AdExchanger.cn.



温道明
董事总经理,安纳特中国

温道明负责安纳特中国，电通安吉斯网络中国（DAN）旗下的程序化交易平台。

他是加拿大籍华裔，在北美和大中华区积累了超过18年的行业经验。他的经验包括从领导4A代理公司开拓数字营销到为全球和本土品牌带来价值。

此前，他也曾是DAN旗下搜索营销代理公司——安布思沛中国董事总经理，在加入DAN之前，他曾担任Effisis Digital的首席顾问，为各种快速增长的数字媒体初创企业进行业务及产品孵化的广告服务。他也是电子商务解决代理商群邑中国的董事总经理，中国宏盟媒体集团（OMG）数字业务前任总经理。担任过的其他高级职务包括电讯盈科总监、Effisis、香港灵智互动-香港首个按次付费点击的文本搜索广告网络，以及现代传媒。

作为积极的数字营销传播者，他参与行业活动并发表演说于AD:Tech，CAA，CASBAA，DCCI，DSZR,金投赏，SES，同时在Campaign杂志，Ad Age 和 AdExchanger.cn发表文章为行业做出贡献。