



Silvia Goh

Chief Content Officer, LiquidThread, Starcom MediaVest Group China.

In a move to better capitalize on changing consumer behaviors driven by technology and social media and to deliver more effective human experiences through content, Starcom MediaVest Group launched LiquidThread China in August 2010. It represents the next stage of audience aggregation and content development for Starcom MediaVest Group. LiquidThread China sits at the intersection of media, technology and creativity; it seeks to increase the scale and innovation of content creation, moving beyond Branded Entertainment to create communities, conversations and advocates for brand properties.

Pioneering Branded Content & Entertainment in Asia, Silvia's responsibilities also include defining the industry benchmark for measurement, process methodology, ROI evaluation and winning criteria. Silvia was the only Chinese judge invited for the first inaugurated Branded Entertainment & Content category in Cannes Lions Festival of Creativity 2012. She was also later invited to judge for the same new category for Spikes Asia Awards 2012, The Festival of Media Asia Awards 2013, and Clio Awards 2014 etc. Silvia has conducted keynote sessions and panel discussions in CASBAA, Asia TV Forum, ROI Festival, MIP Asia and Campaign Asia's Content Marketing etc.

Prior to SMG, Silvia pioneered MTV China (Viacom) in Beijing before returning to Singapore for the role of VP, Southeast Asia & Greater China with MTV Asia (Viacom). She was also the Executive Producer for the prestigious MTV Asia Awards and MTV World Stage. Silvia has accumulated extensive experience in the Creative & Content Management field for more than 20 years. Her converged skill crosses over traditional broadcast and new media, with past experience as VP of E-Business User Experience, PCCWDL (Hong Kong); CD for digital@jwt, J Walter Thompson (Hong Kong) and The Web Connection, Chinadotcom (Hong Kong) etc. Her achievement is reflected on the numerous awards claimed internationally and in Asia.

吴蕙凭

首席内容官，星传流线

为了更好的通过科技和大众媒体改变消费者行为，通过内容和全球媒体网络传递更多有效的消费者体验，中国星传媒体在 2010 年 8 月成立了星传流线。这个团队代表了观众对节目下一步的期望和星传媒体对节目内容下一步的发展方向。星传流线中国区团队集媒体，科技和创意于一身。这一团队致力于规模的不断扩大和内容的不断创新，通过品牌娱乐来创造共通，交流和提倡品牌特性。

吴蕙凭女士是亚洲地区品牌内容与娱乐营销的先锋，她在定义行业标准、执行方法、ROI 评估与成功标准等方面成就卓越。吴蕙凭女士在行业内极具影响力，曾应邀成为 2012 年戛纳广告节首届“品牌娱乐与内容单元”唯一来自大中华区的评委；同年，被 Spikes 创意节邀请成为首届“品牌内容与娱乐单元”评委。2013 年，受邀担任亚洲媒体节最终评审。2014 年，吴蕙凭女士又应 Clio 国际广告奖邀请担任评委工作。另外，吴蕙凭女士在 CASBAA、Asia TV 论坛、金投赏全球创意领袖峰会、MIP Asia 以及 Campaign Asia 举办的内容营销峰会上均有精彩演讲。

在加入星传流线之前，吴蕙凭女士曾负责 MTV 中国市场的运营，之后又回到新加坡担任 MTV 东南亚及大中华区副总裁职务。她同时也是很多享有盛誉的活动、节目和颁奖典礼的执行总制片。吴蕙凭在创意和节目内容管理方面累积了超过 20 年的丰富经验。她曾经在 PCCW Directory Limited 担任副总裁，负责用户体验及电子商务业务；曾经在 digital@jwt 及 J Walter Thompson 香港担任创意总监以及曾在 The Web Connection, Chinadotcom 任职等，这些融合的经验跨越了传统电视和新媒体。吴蕙凭女士曾多次获得 Promax、BDA 等国际和亚洲奖项。