

Simone Tam

CEO

mcgarrybowen China

Born in Hong Kong. Educated in the UK. Long-time veteran of both the US and Chinese markets.

Simone Tam started her career in 1993 and has an enviable track-record - she was recognized as one of the top five agency heads by *Campaign* magazine in 2012 and 2013

Guiding her to the top has been the simple belief that an amazing agency culture yields the best, most effective client solutions.

Starting at Bozell, (later FCB), Simone learned quickly and rose swiftly through the ranks as a result, becoming Regional Account Director of the Bausch & Lomb and Clairol Hair Care accounts across Asia Pacific. In 1999, she made another of her many impressive career leaps taking the Client Services Director position at FCB Shanghai. Because of her effectiveness in developing long-lasting, highly rewarding client relationships, Simone transferred to FCB San Francisco, where she worked for four years, before returning to her native China as General Manager FCB Hong Kong. After 17 years, Simone said goodbye to FCB and joined DDB in 2010. Not long after, she became CEO and took the helm of both DDB Hong Kong and Guangzhou.

In early 2015, Simone joined mcgarrybowen China as CEO. Within a year, she tripled the revenue as well as the size of the agency.

谭靖桥

麦利博文中国首席执行官

谭靖桥 (Simone Tam) 出生于香港，在英国接受教育。她于1993年加入博达大桥的前身——华商广告股份有限公司，开始了她的职业生涯，之后迅速晋升为博士伦公司的区域客户总监及伊卡璐护发公司的亚太区客户总监。1999年谭靖桥来到上海担任博达大桥公司上海分公司的客户服务总监。因其在中国的业绩得到高度认可，她被派遣至旧金山公司工作。2006年她回到香港担任博达大桥公司的总经理，并在各个环节上帮助公司步入正轨。

在为同一家公司服务了17年后，Simone于2010年加入恒美广告公司，之后晋升为香港及广州地区首席执行官。

谭靖桥连续两年被 *Campaign Magazine* 评为大中华区前五位最佳企业领导人。

她于2015年加入麦利博文。在短短一年之内，她既增加了公司收益和扩大规模各三倍。