

**FOR IMMEDIATE RELEASE**

## **Jenny Chan Joins The Hoffman Agency Hong Kong as Account Director**

**HONG KONG (October 22, 2008)** — The Hoffman Agency, a global high-tech PR company, has appointed Jenny Chan as account director where she will be responsible for developing new business opportunities and for overseeing the Agency's team in Hong Kong. In her role she will report directly to Chris Tang, Hoffman's managing director for Asia Pacific.

Jenny joins The Hoffman Agency from Burson-Marsteller where she headed up global, regional and local PR accounts for corporate, technology and telecom companies. In that capacity, she provided communications counsel including corporate positioning, go-to-market strategy, brand marketing, stakeholder mapping and competitor analysis, and media and analyst relations. She also played a pivotal role in managing and coaching team members across a number of markets around the world. Prior to Burson-Marsteller, Jenny worked with a variety of corporate/technology and healthcare clients while she was at Ruder Finn Asia.

Jenny holds a master's degree, with distinction, in marketing communications from the University of Westminster, London. She graduated from Hong Kong Baptist University with an honors degree in communications, specializing in public relations and advertising. She also holds a professional qualification in direct marketing from the Institute of Direct Marketing in the United Kingdom.

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### **About The Hoffman Agency**

The Hoffman Agency ([www.hoffman.com](http://www.hoffman.com)) helps technology, telecommunications and consumer electronics companies communicate compelling messages across the globe. Thanks to a unique global infrastructure and culture, The Hoffman Agency takes a collaborative approach to implementing multi-country programs. Its operation extends across Asia Pacific, Europe and the U.S.

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