

The Hoffman Agency Appoints New Talent in China

Beijing (April 7, 2011) – The Hoffman Agency (HA), a global high-tech public relations company, has announced the appointment of Tom McHale as Director of Client Services (China). McHale will work with HA’s Beijing and Shanghai offices on client strategy, new business opportunities, and staff development.

McHale has focused on Asia and, in particular, the fast-growing Greater China market for more than 20 years. He has rich high-tech public relations and media experience, and has built strong relationships with editors, bloggers and industry analysts. McHale’s insights to developing successful communications programs for industries like clean-tech (fuel cells and solar), semiconductors, nanotech, and medical devices will be an asset to the Hoffman Agency and its clients.

McHale has held a variety of positions in the technology press, including: Editor-in-Chief at *Electronic Business Asia* in Hong Kong, Managing Editor at *Electronic Business Magazine* in San Jose, Calif., Associate Editor at *Computerworld Asia* in Hong Kong and Singapore, and Technology Writer at the *South China Morning Post* in Hong Kong. In PR, he has worked in-house at Siemens Corp., as Vice President at Edelman, and as Group Director at Brodeur Worldwide. From 2005 to 2010, he ran his own PR consultancy, McHale & Dunne Public Relations with offices in Portland, OR and Vancouver, British Columbia, Canada.

“We expect that Tom’s combination of technology PR, editorial and reporting work, and Asia experience will be a great addition to the Hoffman China team,” said Chris Tang, Managing Director, The Hoffman Agency Asia Pacific. “The Hoffman Agency has seen steady growth in the China market in recent years, and we believe Tom will help accelerate that trend, while strengthening our overall client services capabilities.”

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About The Hoffman Agency

The Hoffman Agency (www.hoffman.com) helps companies in markets of technical complexity communicate compelling messages across the world. 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 United States.

Editorial Contact:

Terence Nip
[The Hoffman Agency](http://www.hoffman.com)
+852 2231 8110
tnip@hoffman.com

