

## The Hoffman Agency Appoints Vicky Yang as Account Director

**Beijing (August 25, 2011)** —The Hoffman Agency, a global PR consultancy, today announced the appointment of Vicky Yang as China’s Account Director of Hoffman China. In her capacity, Yang will be responsible in the daily operations, senior client consulting and new business development.

Yang specializes in communicating high-technology domains and is well-versed with the business environment in the three major geographic areas of the Greater China market. With many years of solid experience in the public relations and communications industry, Yang specializes in corporate communications, brand building, integrated marketing and issues management. Her expertise in B2B technology, telecommunications and consumer electronics fields as well as regional integration and team management will play a pivotal role in providing sophisticated, systematic and creative consulting services for its customers.



Prior to joining Hoffman, Yang has worked for an elite group of public relations companies, serving professional public relations consultation to a number of world-renowned telecommunications and technology companies including HTC, Ericsson, HiNet, NXP Semiconductors, Spansion, etc. During that time, she was also responsible for team management and regional business cooperation. With solid industry knowledge, diverse cultural perspectives and a wealth of media experiences, she has become a trusted partner for her customers and team.

Dong Chen, General Manager of Hoffman China said, “Across the global market, China has been one of the fastest growing regions in terms of business development for Hoffman. While we rapidly expand our businesses, we hope to continue to strengthen our team’s professionalism and promote an integrated inter-regional collaboration. We are confident that Yang’s strong communication strategy skills, keen market insights, diverse industry experience and outstanding regional and team management skills will provide our clients with excellent services.”

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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.

## **For more information, contact:**

Terence Nip

The Hoffman Agency ([www.hoffman.com](http://www.hoffman.com))

Senior Account Executive

Phone: +852 2231 8110

E-mail: [tnip@hoffman.com](mailto:tnip@hoffman.com)

Web: [www.hoffman.com](http://www.hoffman.com)