

**FOR IMMEDIATE RELEASE**

## **The Hoffman Agency beefs up management team in the region with new promotions**

**HONG KONG (March 25, 2010)** — The Hoffman Agency, a global high-tech PR company, is pleased to announce the promotion of Dong Chen to General Manager of HA Shanghai/Acting China General Manager and Jenny Chan to Deputy General Manager of HA Hong Kong. They both report to Chris Tang, Managing Director of The Hoffman Agency Asia Pacific.

Dong first joined HA as its deputy general manager for Shanghai and during his time in that role he successfully expanded the team's client base by five-fold. As HA Shanghai's new general manager and acting China GM, Dong will continue providing strategic direction to the Hoffman China business, remaining a strategic consultant to key clients and playing a team leader role for both the Beijing and Shanghai teams.

"Dong's exceptional insight into the technology industry, in-depth knowledge of our clients' business, outstanding strategic counsel and client servicing skills, combined with his extensive connection both domestically and internationally, has landed us new business opportunities and wins not only for China but for other markets as well," said Chris. "He has helped us strengthen our brand and reputation in the China market as a company that looks at client issues holistically and helps clients converse credibly with their stakeholders."

Jenny, on the other hand, started with HA as account director in its Hong Kong office. Like Dong, she spearheaded the growth of HA Hong Kong's business. She was also instrumental in winning some of HA's key regional accounts, including Symantec and Objet Geometries.

"Jenny's passion for her work and her dedication to our clients and to the team are exactly what we need," said Chris. "She has impressed me with her McKinsey-esque mentality, strong consulting skills and leadership charisma. That, coupled with her experience in managing global accounts and helping them expand in Asia as well as supporting Chinese companies establish their brand in international markets, are the qualities that truly match Hoffman's vision to become the McKinsey in the communications world."

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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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