



WHO IS  
JENNIFER CHAN?

# INTRODUCTION



Jennifer is a Malaysian citizen with UK Right of Abode.

Jennifer believes it is important to give back to the community; she is a keen advocate of profiling and promoting women's achievements, as inspiration to other women.



Jennifer has helped build some of the most successful brands in Asia and the world.

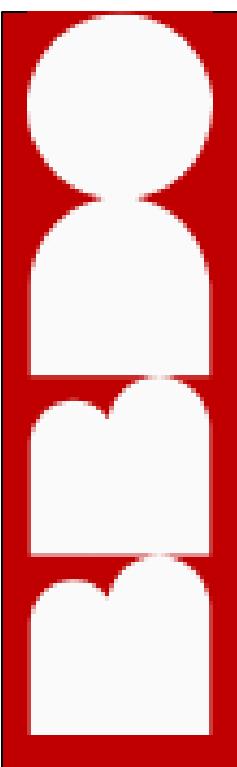
With 4 decades of extensive experience in senior management positions with global branding, advertising and communications corporations in Asia Jennifer has held senior executive positions in Hong Kong, Japan, Taiwan and Malaysia.

Her vast experience in business transformation, successfully turned around companies from fledgling offices into top-ranking, profitable, successful entities.

In her career Jennifer acquired a distinctive understanding of the East-West cultural interface in building some of the most famous and successful brands in Asia across different industries.

The first woman to become CEO of an international advertising agency in Malaysia, when she was at J Walter Thompson.

## PROFILE



*J Walter Thompson*

Jennifer founded Chai Ramsay with her business partner, Professor Paul Loosley.

## CAREER

Chai Ramsay is a home-grown brand-building consultancy.

She was with BBDO, a top-ranking global advertising and branding corporation, as Group Chief Executive of Malaysia for 15 years.

Prior to this, she was with the global advertising and branding corporation J Walter Thompson for 18 years; in Hong Kong for 5 years as group account director, Japan for 2 years as account director, Taiwan for 3 years as client service director and the rest of the time in Malaysia as client service director and ultimately CEO.



Curator of some of the most prominent brands in Asia.



Builder of new or fledgling offices into pre-eminent positions.



Built an agency to No.1 position in a challenging Hong Kong market.



The first woman to run USD100 million business in Japan.



Built an agency from scratch in Taiwan.

## SKILL SET



The first woman to become CEO of an international brand-building and advertising agency in Malaysia.



Growing a business from zero to top 2 in Malaysia and building the agency to become the 6<sup>th</sup> most creative in the world.



Extensive experience in driving strong creative growth in perpetually changing consumers and brand positioning landscape.



The ability to lead and achieve results among diverse teams of creative talent.

# Jennifer Sook Phun, Chan

Co-Founder/Executive Director  
Chai Ramsay Brand Consultants



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Jennifer has been married for 47 years. Here with my son, Alexander, who lived in the UK. Of all my achievements, these are incomparably the finest.