

Interbrand Elevates Executive Leadership in Greater China

Darren Yao named General Manager of Interbrand Shanghai; René Chen appointed Executive Creative Director of

Shanghai, CHINA (12 May 2014) – Interbrand, the world’s leading brand consultancy, today announced that it has promoted two of its key leaders in China. These individuals will play crucial roles in building the strategic and creative vision of the firm in Shanghai and across greater China.

Effective immediately, Darren Yao has been promoted to General Manager of Interbrand Shanghai. Having served as Strategy Director of Greater China for the past year, Yao will now work closely with James Yang, General Manager of Interbrand Beijing, and report directly into Stuart Green, Chief Executive Officer of Interbrand Asia-Pacific. In his new role, Yao will be charged with leading collaboration across Interbrand’s multidisciplinary approach, managing and growing client relationships and furthering Interbrand’s position in the Chinese market. Prior to joining Interbrand, Yao served as Chief Executive Officer of Revolution Consulting Co. Ltd. and held senior-level positions at Barcardi, Tetra Pak, TBWA, and Leo Burnett.

“Since joining Interbrand, Darren has demonstrated superb leadership,” said Stuart Green. Since Interbrand entered China in 2002, we have built a very successful business with a strong reputation. I have the utmost confidence that Darren’s experience, passion and commitment to the business will be instrumental in meeting our future ambitions and exceeding the expectations of our clients.”

René Chen, previously Creative Director of Interbrand Shanghai, has been named Executive Creative Director of Interbrand China. She will lead both the creative and business growth of Interbrand’s offices in China. Chen joined Interbrand in 2007 and during her tenure, transformed a number of business prospects into long-term client relationships. She also played a pivotal role in leading brand engagements for clients including Wrigley, Mars, PepsiCo, GSK, and Fonterra.

“Many Chinese brands are looking to not only expand and grow regionally, but also compete directly with Western brands. As such, the importance of creating and managing differentiated brands will be vital to their success,” noted Jez Frampton, Interbrand’s Global Chief Executive Officer. “Darren and René are both proven leaders and possess the right balance of expertise in developing and managing brands on a local level, but, more importantly, on a global scale.”



Darren Yao
General Manager,
Interbrand Shanghai



René Chen
Executive Creative Director
Greater China

Yao and Chen will continue to be based from Interbrand's Shanghai office.

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About Interbrand

Founded in 1974, Interbrand is the world's leading brand consultancy. With nearly 40 offices in 27 countries, Interbrand's combination of rigorous strategy, analytics, and world-class design enables it to assist clients in creating and managing brand value effectively, across all touchpoints, in all market dynamics. Interbrand is widely recognized for its annual Best Global Brands report, the definitive guide to the world's most valuable brands, as well as its Best Global Green Brands report, which identifies the gap between customer perception and a brand's performance relative to sustainability. It is also known for having created brandchannel.com, a Webby-award winning resource about brand marketing and branding. For more information about Interbrand, please visit us at www.interbrand.com and follow us on [Twitter](#) and [Facebook](#).

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