

## Introduction of Facilitator 導師簡介

### Ms Nan Dong

**Managing Director, Hong Kong, and Financial Communications Practice Director  
Hill+Knowlton Strategies China**

Nan Dong has more than 21 years of experience in capital market communications, corporate communications and reputation and crisis management. She has advised more than 90 companies over her career, including many renowned Chinese and foreign enterprises from a wide spectrum of industries covering banking, property, TMT, pharmaceutical, online gaming, energy and resources, aviation and logistics.

In her role as senior strategic counsel, Ms. Dong has provided a wide range of consulting services across media relations, media training, investor relations, IPO communications, roadshow and events management, reputation management and CSR programming for leading corporations including Li & Fung, New Oriental, CITIC Securities, Meituan-Dianping, Bank of China, China Everbright Holdings, China Everbright International, Air China, BYD, Tong Ren Tang Technology, Tong Ren Tang Chinese Medicine, Kingsoft, Kingdee, Joy City Property, COFCO Packaging, PKU Resources, Prudential, Jones Day and WestLB, Chunghwa Telecom, among others.

Prior to joining H+K, Ms. Dong held senior positions in a number of local and global PR and IR agencies, including Managing Director at FTI Consulting, Executive Director heading the Corporate and Financial Practice at Golin, Senior Vice President at SPRG, and Director of Investor Relations at Taylor Rafferty.

Ms. Dong commenced her career in Hong Kong as a financial analyst at a corporate finance consulting firm, and has passed the CFA Level 1 examination. She holds an MBA degree from University of Pittsburgh and is a native Mandarin speaker who is also fluent in English and Cantonese.

### 董雪南女士

香港董事總經理兼中國財經傳訊部總監

董雪南在資本市場溝通、企業傳訊及聲譽和危機管理等方面擁有逾 21 年豐富經驗。董女士至今曾服務逾 90 家中國及海外知名企業，涉及行業廣泛，其中包括金融、地產、TMT、醫藥、線上遊戲、能源及資源、航空及物流等。

作為資深策略顧問，董女士曾為眾多企業提供橫跨公關策略、媒體培訓、投資者關係及路演、首發上市策劃、企業聲譽維護、企業社會責任方案以及大型活動統籌等服務，其中包括利豐、新東方、中信證券、美團點評、中國銀行、光大控股、光大國際、中國國際航空、比亞迪、同仁堂科技、同仁堂國藥、金山軟體、金蝶國際、大悅城地產、中糧包裝、北大資源、英國保誠保險、Jones Day（眾達）國際法律事務所、德國 WestLB 銀行以及臺灣中華電信等。

加盟偉達公關之前，董女士曾在多家大型本地及國際公關顧問公司擔任要職，她曾任職 FTI Consulting（富事高諮詢）常務董事、Golin（高誠公關）執行總監，主管財經公關及企業傳訊部門、並曾擔任縱橫公關（SPRG）高級副總裁以及 Taylor Rafferty 投資者關係總監等職務。

董女士在香港的職業生涯始於在一家企業融資顧問公司擔任金融分析師，並已通過美國財務分析師第一級（CFA Level 1）公開考試。董女士獲美國匹茲堡大學工商管理碩士學位。她以普通話為母語，能操流利英文及廣東話。