



SPEAKER PROFILE

Matthew C. Wisla
Vice President of Communications
American Chamber of Commerce - China

Matthew Wisla is the Vice President of Communications for the American Chamber of Commerce in the People's Republic of China (AmCham-China) where he is responsible for the organization's communications and branding. AmCham-China is the largest Beijing-based foreign business association and is a non-profit, non-partisan organization representing the interests of more than 2,800 US companies and individuals doing business throughout China. Matthew Wisla's focus includes communications with AmCham-China members as well as the media and through the organization's website and magazine, *China Brief*.

He has 18 years of experience as a strategic communications counselor focusing on corporate communications, and business-to-business and consumer marketing. He joined the corporate reputation management group in Fleishman-Hillard's St. Louis headquarters office in 2000, transferring to the Beijing, China office in 2004. He led the Corporate and Government Affairs team and focused on branding, public affairs and corporate reputation management for a range of international clients, including Caterpillar, ArcelorMittal, and Emerson.

As a member of the AmCham-China he was co-chairman of the Marketing, Advertising and Public Relations Forum.

Before joining Fleishman-Hillard, he provided strategic public relations counsel to a wide range of clients at three full-service Midwestern agencies. His activities focused primarily on corporate reputation management, product marketing, employee communications, and developing interactive Web sites. His work has been recognized by the Asia Pacific Public Relations Society and the Public Relations Society of America (PRSA).

His career began at the Irving-Cloud Publishing Company in Skokie, Illinois, where he worked as an associate editor of two national trade magazines.

Mr. Wisla earned a bachelor's degree in journalism with a minor in biology from Marquette University.

Matthew C. Wisla
《中国美国商会》
企业传讯副总裁

Matthew Wisla 为中国美国商会〔AmCham-China〕企业传讯副总裁，负责该机构的传讯及品牌管理工作。AmCham-China 是总部设于北京的最大型外国商会，代表着于中国经营生意的 2,800 间美国公司及企业家的非营利、无党派组织。Wisla 先生主理与 AmCham-China 会员和媒体的通讯以及机构网站和“China Brief”杂志。

Matthew Wisla 拥有 18 年策略性传讯顾问经验，专门负责企业传讯、企业对企业及消费市场营销。他于 2000 年加入 Fleishman-Hillard 位于圣路易斯总部的企业信誉管理小组，并于 2004 年调任到中国北京办事处。他领导企业及政府事务团队，为各类型国际客户，包括 Caterpillar、ArcelorMittal 及 Emerson 提供品牌、公共事务及信誉管理的专业意见。

他是 AmCham-China 会员，同时担任“Marketing, Advertising and Public Relations Forum”联席主席。

在加入 Fleishman-Hillard 之前，他为中西部三家顾问公司的各类型客户提供策略性公共关系顾问服务。其活动主要包括企业信誉管理、产品营销、员工通讯以及开发互动网站。其工作成就获 Asia Pacific Public Relations Society 及 Public Relations Society of America〔PRSA〕认可。

其职业生涯始于伊利诺伊州斯科基 Irving-Cloud Publishing Company，为两本国家贸易杂志任副编辑。

Wisla 先生于 Marquette University 取得新闻学学士学位，副修生物学。