



SPEAKER PROFILE

Christina Lee
Asia Managing Director, BusinessWeek
SOPA Deputy Chairman

Christina Lee was named Asia Managing Director of BusinessWeek, a leading global business media organization, in December 2006. Christina is responsible for overseeing sales, marketing and business development for BusinessWeek magazine global edition, the award-winning website BusinessWeek.com, event and local language editions in Asia. She is also responsible for sales, marketing and business development for BusinessWeek/China.

Christina joined BusinessWeek in 2001 as Regional Director based in Hong Kong. She was responsible for sales in Northeast Asia region while also spearheading online development for Asia. She has been recognized by the company for the key role she played in sales and business development in Asia.

Prior to joining BusinessWeek, Christina held senior sales positions at Yahoo! Inc., Star Television (News Corporation) and Avenue Magazine New York.

Christina is a graduate from the University of Hong Kong, she also holds Masters Degree in Management from Macquarie University, Sydney (MGSM). Christina is a board member of SOPA (The Society of Publishers in Asia), Chairman of China Projects Group Sub-Committee. Christina is actively involved in the media industry, she was a board member of IAA (International Advertising Association Hong Kong Chapter) between 2001-02 and was the advisory board member for iMedia Agency Summit in 2008. An avid sports enthusiast, she was honored to be invited as a torch bearer for the 2008 Beijing Olympics. Christina also speaks fluent Chinese and English.

陈敏枝
《商业周刊》亚洲区董事总经理
《亚洲出版业协会》副主席

陈敏枝女士于 2006 年 12 月被任命为《商业周刊》— 一家全球领先的商业媒体机构 — 的亚洲区董事总经理。她负责《商业周刊》全球版杂志、频获奖项的《商业周刊》网站 [BusinessWeek.com]、《商业周刊》会议活动以及《商业周刊》本地语言版本在亚洲区域的销售、市场推广和业务拓展。

陈敏枝女士于 2001 年加入《商业周刊》，担任香港区域业务总监，负责东北亚地区的业务，同时带领《商业周刊》网站在亚洲区的发展。她在销售和业务发展上发挥的重要作用得到公司的认可。

在加入《商业周刊》之前，陈敏枝女士曾在雅虎、新闻集团的星空传媒和纽约 Avenue 杂志担任过高级销售职位。

陈敏枝女士毕业于香港大学，而后攻读 Macquarie 大学工商管理 [MGSM] 专业并获得管理学硕士学位。陈敏枝女士是亚洲出版业协会 [SOPA] 的董事会成员兼中国委员会主席。她积极投入媒体行业，在 2001-2002 年间曾是国际广告协会香港分会董事会成员，还曾担任过 2008 年 IMedia 广告业峰会的顾问委员会成员。陈敏枝女士热衷于运动，曾骄傲地当选为 2008 年奥运火炬手，参与奥运圣火的传递。陈敏枝女士能讲流利的中文和英文。