



## SPEAKER PROFILE

**Melvyn Goh**  
**CEO and Group Publisher**  
**M Media Group**

Melvyn Goh is CEO of M Media Group, the media investment arm of Morningside Asia. Based in Shanghai, he also serves as Publisher of *Chinese National Geography, English Edition (CNGi)*. Prior to assuming this role, Melvyn was the Publisher of *Forbes China (Chinese) Edition*, a position he held from October 2005 to March 2009.

M Media Group and its media partners in China and the U.S. publish leading magazine titles, including *Harvard Business Review China*, *The Bund* and *CNGi*. He is responsible for the direction and leadership of the company and oversees all aspects of its strategic and operational management.

Melvyn joined M Media Group in Oct 2005, following a 7-year tenure working for Hachette Filipacchi magazine brands such as *ELLE*, *Car*, *Driver* and *ELLE Deco*. He held both local and regional appointments and have worked in Singapore, Hong Kong and Tokyo. He served as board member of Interdeco Asia Pacific which was renamed as Hachette Filipacchi Global Advertising. His last appointment before leaving to join M Media Group was as Managing Director at Hachette Filipacchi Global Advertising, Tokyo.

Melvyn has a B.A. in Marketing and is a graduate of the Institute of Chartered Secretaries and Administrators (UK). He is also a recipient of the Dean's Fellowship, M.Sc. in Publishing, New York University and a beneficiary of the Media Education Scheme Award by the Media Development Authority of Singapore.

An advocate of media education, Melvyn remains an active member of the Stanford University Publishing Course, serving on its Alumni Advisory Board.

**吴文贵**  
**《智睿集团》**  
**首席执行官暨集团出版人**

吴文贵先生是智睿集团首席执行官，智睿集团是晨兴集团的媒体投资部门。吴先生常驻上海，他也是中国国家地理杂志英文版的出版人，从 2005 年 10 月到 2009 年 3 月他还担任福布斯（中国版）的出版人。

智睿集团与其在中国和美国的媒体伙伴合作出版领先的杂志，包括哈佛商业评论中文版，外滩画报和中国国家地理杂志英文版。他负责引领公司发展方向并全面负责公司的战略和日常运营。

吴文贵先生在 2005 年 10 月加入智睿集团，此前在桦榭集团旗下的《ELLE》，《汽车》，《驾驶员》等品牌工作 7 年，曾在新加坡和东京任职。他曾任 Interdeco 亚太区董事会的成员，后来该公司改组为桦榭集团全球广告公司。他离开桦榭集团的最后一个职位是桦榭集团全球广告公司东京分公司的总经理。

吴文贵先生拥有市场营销学士学位，毕业于英国公认秘书学会。他在纽约大学攻读出版硕士学位时获得了主任奖学金，还曾经获得过新加坡媒体发展管理局颁发的传媒教育计划奖。

作为一个积极的媒体教育者，他也是斯坦福大学出版课程校友会的积极成员，任校友顾问委员会的董事。