

SPEAKER PROFILE

Thomas Crampton
Asia-Pacific Director, 360 Digital Influence
Ogilvy Public Relations Worldwide, Hong Kong

Recently appointed Asia-Pacific Director of Digital Influence for Ogilvy Public Relations Worldwide, Thomas Crampton helps companies across the region develop and execute digital strategies.

Prior to joining Ogilvy, Mr. Crampton was a reporter for the International Herald Tribune and The New York Times for more than a decade, reporting from five continents and dozens of countries.

Passionately involved in digital for the last five years, he writes a widely read blog, thomascrampton.com, and is a frequent speaker and moderator at conferences ranging from Le Web in Paris to the World Economic Forum in Davos. While at the IHT, he launched the newspaper's first-ever blog.

In his newspaper career, Mr. Crampton wrote a weekly column about Asia for the IHT, was a Paris-based feature writer on media and technology, covered the 2004 US presidential election, reported on the 1997 Asian financial crisis from Thailand, the SARS outbreak from Hong Kong, the civil war in Sudan, rebel fighting in Sri Lanka, Taiwan's largest earthquake, the 2004 US hurricanes and the Cannes Film Festival.

Mr. Crampton has served as President of The Foreign Correspondents' Club of Hong Kong, President of The Foreign Correspondents' Club of Thailand and on the board of the New York-based Overseas Press Club.

In addition to citations from Amnesty International for his articles and photography, Mr. Crampton has served as a judge for numerous journalism awards and worked to promote freedom of expression and the training of journalists.

He is co-founder of the Foreign Correspondents' Club Charity Fund that raised more than HK\$6 million last year to support the education of disadvantaged children from the Po Leung Kuk orphanage.

Thomas Crampton
《奥美公共关系国际集团》
360 度数字影响力团队亚太区总监

Thomas Crampton 最近任命奥美公共关系国际集团 360 度数字影响力团队亚太区总监，帮助企业在亚洲区制定及实施数字化策略。

加入奥美前，Crampton 先生曾任《国际先驱论坛报》及《纽约时报》记者超过 10 年，横跨五大洲数十个国家报导新闻。

他在过去 5 年里致力推动数字化发展，他的博客（thomascrampton.com）广受欢迎；此外他经常担任演讲嘉宾和国际会议主持，如巴黎的欧洲互联网峰会 Le Web 以及达沃斯的世界经济论坛。在《国际先驱论坛报》期间，他创建了该报首个博客。

在其新闻工作生涯中，Crampton 先生曾为《国际先驱论坛报》每周撰写亚洲专栏，亦曾驻巴黎任媒体及科技专栏作家，报导 2004 年美国大选，从泰国报导 1997 年亚洲金融危机，香港非典大爆发，苏丹内战，斯里兰卡叛乱，台湾大地震，2004 年美国东部飓风以及康城电影节等专题。

Crampton 先生历任香港外国记者协会主席，泰国外国记者协会主席以及总部设在纽约的海外新闻协会委员。

其文章和照片为国际特赦组织引用，Crampton 先生还担任许多新闻界大奖的评委，为倡导言论自由和培养新人作出贡献。

他是香港外国记者协会慈善基金会的创始人之一，该基金会于去年募集超过 600 万港币，以支持香港保良局弱势儿童的高等教育。