



SPEAKER PROFILE

Lucy Lee
Business Development Director
Phonevalley - Publicis Groupe

Lucy has over 10 years experience in telecom, Internet, mobile and new media areas in China and Europe, out of which 7 years was with France Telecom – Orange where she had been through different positions from Communication, innovation exploration to new services design.

She is currently heading the business development role of Phonevalley in China, mobile arm of Publicis Groupe, the world's fourth largest communications group and second group in digital communications. She is responsible for the company's business in the market, identifying key growth points, doing mobile strategies for multinational clients, managing agency and client partnerships, running integrated campaigns, as well as mobile media planning and buying.

Lucy is also a co-founder and organizer of Mobile Monday Beijing and Shanghai chapters, a leading global networking event focusing on mobile topics, targeting mobile professionals and fostering innovations and entrepreneurship (www.mobilemonday.cn, www.mobilemondayshanghai.net).

Lucy is a native Chinese speaker, and is also fluent in English and French.

李娟
《讯谷无线传媒 - 阳狮集团》
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李娟女士有 10 多年从事电信、互联网、移动新媒体领域的工作经验，其中在法国电信-Orange 集团工作 7 年以上，期间从事过市场研究、媒介、公关、创新发展到新产品创意设计、项目管理等多个职位。

目前任职于世界第四大广告传媒集团及第二大数字传媒集团—阳狮集团旗下的手机营销公司讯谷无线传媒，负责大中国区的业务开发和运营，为跨国品牌客户提供手机营销战略咨询、手机媒体策划和采购等一揽子手机营销服务。

李女士同时还是世界领先的手机行业专业沟通平台 Mobile Monday 北京站的共同发起人之一，致力于促进无线行业的创新和发展。

除中文外，李女士还会讲流利的英语和法语。