



## **SPEAKER PROFILE**

**Charles Sampson**  
**Chief Executive Officer**  
**Saatchi & Saatchi Beijing**

Charles Sampson has been working in China for the past 8 years as CEO of Saatchi & Saatchi one of the worlds leading ideas companies and a major player in the Chinese advertising market. 50% of all Saatchi creative people now come from a digital background and Charles will be sharing some of the ground breaking work that his agency has been doing for clients such as Hewlett- Packard and the innovative ways they work with digital media to create effective campaigns for their clients.

**Charles Sampson**  
**《盛世长城北京分公司》**  
**首席执行官**

盛世长城，全球最具创意广告公司；查尔斯，中国广告行业资深人士，过去的八年在盛世长城北京分公司任首席执行官。

目前，盛世长城有一半的创意人员都是来自有数字背景的公司，查尔斯和他们一起用开创性的工作方式为客户提供服务，如：惠普电脑，同时与全新的数字媒体相结合，给客户带来更多的经济效益。