



## Coolio Yang

CEO, China, Media Division, Kantar

Coolio Yang has more than 14 years of marketing and advertising experience both overseas and in China, working across various of roles and is known by 40,000+ marketing and advertising professionals as active blogger on WeChat and Facebook.

Coolio worked as initiators at VML, as digital lead at OMG, Group M and social head of Ogilvy Shanghai after returning to China before joining Kantar's Media Division. While working in digital/social communication to big brands over the years, he is benefited from solid insight of local consumers and understand the complex communication needs from different business perspectives in local market.