



# Yang Yang

Senior Business Development Manager, Tencent  
International Business Group

Tencent is the China's leading Internet company, owning China's most popular social networking service, WeChat. Yang Yang is in charge of new business development in Australia & New Zealand market, leads strategic partnership with global brands and agencies.

Yang Yang is passionate about helping clients navigate the complexity of the local complicated digital media landscape, with a core focus on the delivery of relevant, meaningful and consistent data driven experience to Chinese-speaking consumers. As experienced digital practitioner, Yang Yang leads insights generation, develops media planning and digital solutions, and implements strategy for global marketing initiatives in local market. Previous client include Shell, Cartier, Nike and GSK.