



Christy Yao

North Asia Marketing Director, Treasury Wine Estates

As Marketing Director for the publicly listed global wine company Treasury Wine Estates, Christy leads brand building, consumer and customer marketing for TWE's portfolio of luxury wine brands across the North Asia region including the Greater China, Japan and South Korea markets.

Since joining TWE in 2012, Christy has led integrated marketing efforts making flagship brands such as Penfolds top-of-mind with wine and luxury consumers as well as establishing TWE as a market leader for imported wines in Asia.

Coming from an advertising and PR background, Christy has also served at global wine and spirits companies including Pernod Ricard and Edrington in Hong Kong.