



## Unice Liu

*Managing Director and Partner, Baldwin Boyle Group*

Unice Liu is the Managing Director of Baldwin Boyle Group China, an Asia Pacific-focused reputation management and communications consultancy.

Passionate about helping brands craft authentic stories that resonate with their stakeholders in China, Unice has led strategic communications programmes for multi-national and Asian corporates across food and beverage, travel and tourism, education, real estate and manufacturing sectors. Her expertise include strategic stakeholder engagement, crisis and issues management, thought leadership building, media relations and digital engagement.

Based in Shanghai, Unice and her team are focused on helping foreign businesses navigate and leverage China's media and digital landscape, to best achieve their business objectives.

Prior to joining Baldwin Boyle, Unice was part of a hospitality and tourism branding consulting firm with clients including the Singapore Tourism Board and the Singapore National Heritage Board.