



# Golden Huang

## *Client Manager, The Silk Initiative*

As the Client Manager in The Silk Initiative, Golden Huang works alongside TSI's portfolio of clients to ensure accurate and timely insights, relevant particularly to evolving consumer segments. This is as useful to brands coming into China as for Chinese companies exploring international markets.

He leans on his skills in semiotic visual and linguistic decoding to make sure nothing is lost in translation, that led him to a successful career focused on harnessing everything there is to know about the constant changes in the cultural and social landscape in China.

As an expert in semiotic and anthropological research, he possesses extensive knowledge in political economy, sociology, cultural insights, and creative strategy for branding. This is especially acute with visual representation of complex societal trends. His experience developing strategies for brands like Unilever, Disney, Coty, Ford, and Givaudan, as well as working with the Hong Kong Government to provide macro-social insights on welfare, mobility, and popular culture, show a unique portfolio of work.