
Lee Hunter



Lee Hunter is a Former Head of Marketing Strategy & Innovation at Google and current General Manager at TikTok Australia & New Zealand with two decades of experience in marketing and innovative technology. He is a highly sought-after industry speaker on digital innovation and an expert in large digital concepts.

Prior to his role at TikTok, Lee was the Founder and CEO of multiple startups (2016-19), Interim CEO and Non-Executive Director of Tech Mpire (2017-18) and Head of Marketing Innovation & Strategy at Google Asia Pacific (2014-16) where he played a critical role and contributed to several initiatives including launching a new creative campaign to get 200 million individuals in South-East Asia online, established a Google Play mobile eSport project for Japan, Taiwan and Korea and led strategy and innovation workshops with Google marketers and external partners around the region. He also worked at Youtube as Global Head of Brand (2011-14) & Head of Consumer & Partner Marketing for Europe, Middle East and Africa (2009-11), where he was in charge of YouTube's consumer and partner marketing strategy and was a speaker at the World Economic Forum's Davos Debates for Youtube and represented the organisation on many levels. Prior to that, he served in key positions as Head of Acquisition & Growth Marketing in the UK and Ireland at Google (2007-09) and as an Assistant Vice President of European Marketing at Deutsche Bank (2005-07).

As a skilled marketer and innovator, Lee has won numerous awards, including The Gold Lion Award, the highest prize given to a film at Cannes, in 2011 for "Life In A Day", The American Marketing Association's 2011 winner for Innovative Excellence in Marketing Education, Winner of the 2009 Google Award for Innovation in Europe & Overall winner in the 2008 European Google Marketing Awards.

After obtaining a Bachelors Degree in Psychology (1994-97), Lee proceeded to get his Master in Marketing (2000-02) at The University of Western Australia and completed his Google Executive Leadership Program (2010) at Wharton Business School.

Lee has featured on the BBC and CNN to discuss video technology and trends on what the future of digital holds and has spoken at several prestigious universities throughout the world, such as the London Business School. He has also addressed audiences worldwide as a speaker delivering talks on digital innovation for LG, Lenovo, Kia and Cathay Pacific.

Lee Hunter would be an excellent addition to any global industry-related event or conference on marketing and digital innovation.

Lee's achievements have been recognized by numerous organizations, and he has won numerous awards,

including:

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