

---

# LIZHOU KEN HONG

Former GM of Corporate Strategy at Weibo responsible for growing the business from \$ 65 million to \$ 1.5 billion

**LONDON  
SPEAKER  
BUREAU**



Ken Hong is an expert Chinese business leader who has studied, lived and built successful careers in both the US and China. Most recently, Ken spent seven years with Sina Weibo, one of the largest social media platforms in the world.

Previously the GM of Commercial Operations and since promoted to General Manager of Corporate Strategy. Ken joined Weibo in 2012 as a member of the core team to kickstart the platform's monetization effort. Here, he oversaw the strategy that grew monthly active users from 80 million to over 400 million. Weibo was generating USD 65 million when Ken arrived and in 2018 generated revenues of more than USD 1.5 billion.

## Topics

- Asia
- Business
- China
- Management

Ken's deep marketing knowledge also comes from his years of advertising agency experience spanning from analytics, strategy and as the Managing Director for Razorfish and Digitas China. Over the last several years, he has been an advisor to the New Zealand government in order to help many New Zealand business enter and grow in the Chinese market. Simultaneously, he has been an investor and advisor in several startups in different sectors.

Ken has given speeches in some of the top industry conferences and client summits, such as Cannes Lions, the Festival of Media Asia, iMedia Summit and Better by Design CEO Summit.

With a focus on dynamic audience engagement, he shares with audiences how to understand Chinese customers, develop effective go-to-market strategies, fully utilise the locally relevant social media channels to build brand and influence, and find the right partners to successfully expand any cross-border business.