

HUNTSWORTH

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Huntsworth plc (“Huntsworth”)

Huntsworth appoints new senior leadership team for Asia-Pacific

Huntsworth plc, the international PR and healthcare communications group, today announced that Chris Tang will be appointed Chief Executive Officer for Asia-Pacific, with effect from February 1. Bob Pickard – who was previously announced for that role – joins the company this week in the newly created and more senior office of Chairman for Asia-Pacific, effective immediately.

Reporting to Huntsworth’s Group CEO, Lord Chadlington, both Pickard and Tang will work closely together to grow the Group’s global brands in the region, which currently include Citigate, Grayling, and Huntsworth Health.

Pickard will continue to be based in Singapore with a focus on client development and new business, including global communications for Asian multinationals. He will also chair the firm’s new regional Board. Based in Beijing, Tang will have full P&L responsibilities for Huntsworth’s Asia-Pacific operations with all offices reporting to her. In addition, Tang will also play a pivotal role in the strategic alliance with BlueFocus, China’s leading communications company, which recently made a £36.5 million investment in Huntsworth.

With 20 years of communications business experience, Tang was most recently the Asia-Pacific Managing Director of The Hoffman Agency, a global technology PR agency headquartered in Silicon Valley. Whilst there, she successfully led six wholly owned offices in Tokyo, Seoul, Beijing, Shanghai, Hong Kong and Singapore plus a network of regional affiliates. Prior to this, she served eight years at Text 100 Public Relations, with the first three years in Sydney as Business Development Manager for Asia-Pacific followed by five years as Managing Director of Greater China heading up the firm’s Beijing, Shanghai and Hong Kong operations. Earlier in her career, Tang founded Elite Consulting Limited in Beijing and was Managing Director of the business before its acquisition by Text 100.

Lord Chadlington commented: “Chris has a tremendous track record in building successful communications businesses. I’m confident she will be able to capitalize on our many promising opportunities in China, Asia-Pacific and internationally by partnering with Blue Focus. Chris and Bob together form a formidable senior leadership team for Asia-Pacific. Their collective ambition, ability and experience, I’m sure, will make a real difference in significantly expanding the scale of our operations and developing our brands right across the region.”

Tang has extensive experience across a wide range of industries such as technology, media, finance, healthcare, education, mining and energy and in disciplines including corporate communications, stakeholder engagement, executive communications training, issues and

crisis management and social media communications.

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