

**SCOTT KRONICK**  
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**WORK**

**THE MEILINDE PARTNERSHIP (US/China)**

**Founder and Managing Partner** (Los Angeles/Beijing) 2021-Present

- Established US-China Communications Advisory & Public Affairs firm advising Chinese companies on their US challenges and opportunities, and global companies on their China expansion

**OGILVY PUBLIC RELATIONS WORLDWIDE (US/China)**

**Asia-Pacific, Senior Advisor** (Los Angeles/Beijing) 2021–Present

- Advise Ogilvy Global/Asia-Pacific/China leadership on strategies to build its public relations business in core markets throughout Asia
- Provide senior leadership for the firm's largest client relationships in the region, including Baidu, Hainan Free Trade Zone, Pfizer, Intel, Thermo Fisher among others
- Support Regional CEO (successor) and mentor public relations market leaders in 15 Asia-Pacific countries where Ogilvy Public Relations operates

**Asia-Pacific, President & CEO** (Beijing) 2014-2021

- Led the largest and most influential international public relations firm in Asia-Pacific with 32 offices in 25 cities in 15 countries, 1,200 staff, revenues of more than US\$130 million
- Awarded "Consultancy of the Decade" in 2020 by Provoke Media, the leading global trade publication for the public relations industry for the firm's retention of star talent and long-term blue-chip client list including IBM, Intel, Mercedes Benz, Ford, Pfizer, the World Economic Forum, Baidu, Netease, Tencent, the Beijing Olympic Committee, Chengdu Municipal Government among others

**North Asia, President & CEO** (Beijing) 2010-2014

- Guided Ogilvy North Asia offices (Japan, Korea, Hong Kong, Taiwan, China) to mirror China success; grew revenues to represent more than 50% of the firm in Asia
- Responsible for highly awarded global Campaign for the City of Chengdu, "Chengdu Can Do!" which helped establish Ogilvy's Branding Locations Practice

**China, Founder, President & CEO** (Beijing) 1995-2010

- Founded China offices for Ogilvy Public Relations (Beijing, Shanghai, Guangzhou), grew firm to more than 500 staff, representing hundreds of global and domestic clients and becoming the largest single country office for Ogilvy Public Relations

- Recognized as the largest and most influential international public relations firm in China as a result of both organic growth and execution of a number of strategic acquisitions
- Advised global CEOs & Boards on their China operations (Pfizer, adidas, J&J, IBM, Western Digital), as well as Chinese government officials on their communications

**Taiwan, Deputy Managing Director** (Taipei) 1991-1995

- Served as Deputy Managing Director helping to position the firm as the most influential public relations advisory in the Taiwan market

**New York, Account Supervisor** (New York) 1987-1991

- Joined the Corporate & Public Affairs Practice as an Account Executive and quickly rose to Account Supervisor managing many of the firm's largest clients

**MICHAEL KLEPPER ASSOCIATES (US)**

**Senior Account Executive** (New York) 1985-1987

- Supported and led this boutique firm's largest clients as a media relations expert

## **EDUCATION**

### **TEACHING:**

**BEIJING UNIVERSITY, GUANGHUA SCHOOL OF MANAGEMENT** 2020 – Present  
**Adjunct Professor** (Los Angeles/Beijing)

- Fourth semester teaching widely attended "The Art & Science of Business Communication" Elective Course

### **LECTURER:**

Regular lecturer at influential events and institutions including World Economic Forum, Summer Davos, Harvard Kennedy School of Management, Goldman Sachs Builders & Innovators Conference, Syracuse University, USC, Fordham, American Chamber of Commerce, US-China Business Council, East-West Center, US Embassy in China, Tsinghua School of Management, China Institute, Page Society among many others.

### **STUDENT:**

**ADVISORY BOARD CENTRE ([www.advisoryboardcentre.com](http://www.advisoryboardcentre.com))**

Certified Chair Executive Program 2021

### **WPP EXECUTIVE EDUCATION SERIES**

- Mini MBA 2015
- Running A Professional Service Firm 2010

**SYRACUSE UNIVERSITY, NEWHOUSE SCHOOL OF COMMUNICATIONS** 1981-1985

Bachelor of Science, Public Relations

## AWARDS

- CIPRA Outstanding Contribution Award** 2021
- Only foreigner recognized by PR industry in China at 30<sup>th</sup> Anniversary
- American Chamber of Commerce (Beijing) Pioneer Award** 2017
- Award for pioneering leadership in the American business community in China
- Provoke Media Individual Achievement Sabre Award** 2012
- Selected for outstanding Asia leadership by leading industry trade publication
- PR Week Global Power List** 2014-2016
- Global recognition by trade publication for influence in Asia/China
- Campaign Asia PR Awards, “PR Agency Head of the Year”** 2008
- Recognized by Asia marketing services lead publication for firm leadership

## PUBLISHED

- Ogilvy’s Viewpoint: Winning in PR** 2021
- Authored Chapter 1: Earned Influence: The Future of Public Relations
- Lighter Side of China, ACA Publishing** 2014
- Collection of short stories depicting 20 years of a Westerner living in China
- Monday Morning Mail, ACA Publishing** 2015
- Eight-year summary of staff letters at the largest and most influential PR firm in China
- My Thirty Years in China, ACA Publishing** 2008
- Included in book featuring long-term residents of China and their lives in China
- Business Guide to Beijing, China Briefing Media Ltd.** 2006-2014
- Annual contribution of marketing articles in yearly China business guide
- China Business Review, US-China Business Council, “Going For Gold”** 2005

## COMMUNITY/LEADERSHIP

- Page Society, China Chairman** 2020-Present
- China Chairman of prestigious global organization of corporate communications leaders
- Special Olympics, East Asia Advisory Board** 2010-Present
- Member of East Asia Advisory Board of the Special Olympics, tasked with helping SO deepen its influence and awareness in China
- Mentor, Schwartzman Scholars, SOSV Chinaccelerator** 2020-Present
- Serve as mentor for student scholars attending the Schwartzman Scholar Fellowship at Tsinghua University, also advise start-ups who are part of the SOSV venture capital network

## PERSONAL

Proud husband, father and dog owner, eternal student of Mandarin, Chinese  
Author of bi-monthly blog, the Monday Morning Mojo @ [www.scottkronick.com](http://www.scottkronick.com)  
Passionate sportsman – soccer (NCAA Division 1 player @ Syracuse University), skier