

## Work experience

### Jack Yan & Associates

CEO

December 1987–present

- First digital typefoundry in New Zealand, pioneering in technology, including extended character sets. It was the first to represent other designers as well as the founder. I actually began developing digital fonts in 1985, but these early ones were never marketed.
- The brand consulting business was one of the first to work virtually, bringing together a network of specialists from around the world. The model was originally created in the 1980s, but came to fruition in the 1990s. It remains one of the few brand consultancies employing an academically rigorous model.
- The media business was creating virtual magazines from 1990, with a stand-alone DOS-based application, before going into web publishing in 1994. It has always published in print.
- Created as part of the media business were *Lucire* and *Autocode*. The former was developed from a website into print magazines. The latter is a successful car encyclopædia, and one of the very few to have a global perspective.

### Lucire

Publisher

October 1997–present

- Created New Zealand's first commercial online fashion magazine. (A polytechnic magazine that produced a single issue pre-dated us.) One of the very few to have survived from this era.
- Extended the website into print editions in New Zealand, Romania, Thailand, Qatar and Bahrain with varying success, from 2004 onwards.
- Negotiated a partnership with the United Nations Environment Programme from 2003, where *Lucire* would highlight eco-fashion. In 2005, we published the first international sustainable style editorial.
- The second New Zealand website to be nominated for a Webby Award.
- Won two national awards for print production (from two entries), and numerous online awards.

### The Medinge Group (formally the Medinge Foundation Ltd., registered in the UK)

Member from 2002

Director from 2005

Co-chair from 2014

- A think-tank with the world's top practitioners, generating research and cutting-edge thinking on humanistic branding and social responsibility.
- Instigator of the Brands with a Conscience Awards from 2004 to 2012, naming the most socially responsible brands in the world. A ceremony was held annually in Paris awarding the organizations.
- I managed the Group's *Journal* from 2007 to 2014.
- With Medinge, I penned part of *Beyond Branding: How the New Values of Transparency and Integrity Are Changing the World of Brands* in 2003, published by Kogan Page. This is a book dealing with how brands can be socially responsible and profitable, and was edited by Nicholas Ind. In some respects it was a follow-up to *No Logo*. A sequel is planned for 2015 and Kogan Page has been confirmed as its publisher; my first chapter has already been written.
- I was offered the co-chair role in 2014. I was originally offered the chair solely but turned it down; the co-chair position (with Erika Uffindell) was created afterwards. With our members, we have been planning out the future of the organization and how we can actively help others, rather than stay inward-looking.



Dave Richards



Sergei E. Mitrofanov

# Jack Yan

## Authored works

I authored *Typography and Branding*, published by Natcoll Publishing, Christchurch, New Zealand, in 2004. Other titles with co-authors include *Beyond Branding*, as discussed, and *Nation Branding: Concepts and Cases*, published by ICFAI Press in New Delhi, 2009. I also worked in an editorial

capacity for some of Stefan Engeseth's books in Sweden.

Numerous academic papers for the *Journal of Brand Management* and, most recently, the *Journal of Digital and Social Media Marketing* were authored between 2002 and 2013. All were double-blind, peer-reviewed.

I served as a columnist for *Desktop* magazine from 1996 to 2010, quarterly for the first year, monthly soon after. I contributed to *Eye*, *Classic Car Weekly*, *Visual Arts Trends*, *Agenda*, *Headway* and other titles, and was a founding author on [Allaboutbranding.com](http://Allaboutbranding.com) in 2001 alongside Chris Macrae.

## Politics

- Originated the idea of the 99 MP Party in New Zealand in 2001.
- List candidate for the Alliance Party of New Zealand for the General Election in 2008.
- Mayoral candidate for Wellington, New Zealand, in 2010 and 2013, netting 12 and 18 per cent of the vote respectively (third place). Certain polls predicted 2 and 4 per cent on both occasions. Mine were the most effective campaigns based on the amounts spent and the votes gained. Both campaigns were always motivated by a sense of public duty; their extremely high levels of engagement are a matter of record.

## Other organizations

- Shareholder and adviser for Sans and Serif Trustees Ltd., an Australian technology company tracking down piracy on the internet.
- Formerly the overseas legal adviser for TypeRight, a typeface designers' advocacy organization based in Maine, USA (Publish Impact Award winner, 1996).
- Agreed to be a non-executive director for Edrive, a road safety software venture in Hamilton, New Zealand.
- Non-executive director for a new venture to be incorporated in the UK for motor mechanics' apprenticeships, presently confidential.
- Directorships for my own ventures.
- Mentor, for Business Mentors New Zealand, from 2006.
- Mentor, for Victoria University of Wellington's Alumni as Mentors programme, from its inception in 2013.

## Other activities

I am a regular public speaker, have been a university lecturer (Massey University, and a guest at other universities and polytechnics in New Zealand, in the US and at the Sorbonne), and presented on television (TVNZ and al-Jazeera English) in my career; details available on request.

I currently serve on the committees of Scots College Old Boys' Association and the Sweden–New Zealand Business Association. I also run the alumni organization for St Mark's Church School.

I have been a member of the Alliance Française, Sales and Marketing Executives International, Society of Publication Designers, and the Australian Graphic Design Association.

## Education

- LL B, BCA (Hons., first class, in marketing), MCA from Victoria University of Wellington, graduation years between 1994 and 2000.
- Dux, St Mark's Church School; Proxime Accessit, Scots College.

## Other biographical details

- Dual nationality, British and New Zealand.
- Fluent in English, French, Cantonese, Taishanese, with basic written Swedish.

*References available on request*