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Jack Yan, CEO of Jack Yan & Associates, is a global branding expert, columnist and speaker, regularly quoted in international media thanks to his no-nonsense approach to business issues.

With a reputation of taking every one of his own firms to leadership positions, and helping clients ranging from non-profit charities to international concerns such as Deutsche Bank, Colgate-Palmolive and Willis, Jack believes in sharing knowledge and ensuring that people always achieve their highest potential.

He has spoken at such diverse places as the Marknadsföreningen i Stockholm (MIS), the Art Institutes International in Boston, the Human Society@Internet conference in Seoul, Cybereps in Sausalito, Calif., and the Natcoll conference at Te Papa, Wellington. He is a visiting lecturer to Massey University, Whitireia Polytechnic and Natcoll in New Zealand.

His work and views have found their way to the news pages of *The Sydney Morning Herald*, CNN.com, *Design Week*, BBC News Online, *Publish*, *IdN*, *Fashion Magazine*, *Unlimited*, *Vogue*, *Resumé*, *Graphic Design USA* and in television appearances.

At JY&A Consulting, Jack's focus is examining branding and global business, including how smaller firms can leverage their intellectual capital applying an international marketing strategy. His master's thesis proved a connection between organizational vision and business performance through best-practice methods, now applied to many JY&AC clients. His recent research includes an examination of the success factors for online firms, touching on cross-media concerns.

Somewhere along the line, he found time to build up Australasia's leading font software company and a media company that publishes the highly successful fashion title *Lucire*. His monthly column in *Desktop* in Melbourne, Australia is one of that magazine's longest-running, dating from 1996, and he writes guest columns for other magazines internationally.

→ Visit Jack Yan's personal site with summaries of some of his media coverage, speech excerpts and writings at [www.jackyan.com](http://www.jackyan.com).

→ Visit Jack Yan & Associates at [www.jya.net](http://www.jya.net).

#### *Quoted after speeches*

'Jack Yan's combination of brand theories and creative thoughts, specially within the field of cultural differences and consumer insights, gave me lots of inspiration and new ideas. Highly recommended for anyone who wants to develop strong brand personalities that connect to ... consumers' minds and hearts.'

Rosie Kropp  
Director of Marketing, Accenture  
Stockholm, Sweden  
July 2002

#### *Quoted in profiles*

'The planet is a small place for Jack Yan. "I have this romance with bringing the world together, creating one global tribe that celebrates its differences," he says. Rather than day-dream about this Utopian ideal, Jack does all he can to manifest this global vision.'

Claire Scobie: 'Jack Yan',  
*MAP Magazine* (Brisbane, Qld., Australia),  
December 2002–January 2003

#### *Quoted by the media*

'Jack Yan, head of an international media, communications and consulting company, says today's larger retailers should take advantage of all media, including the Web.

"The companies that will do well ... are those that have large cross-media campaigns," says Yan, president of Jack Yan and Associates.'

Greg Botelho: 'Make or break season',  
CNN.com, November 15, 2002

#### **Jack Yan**

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