

## My work

### Jack Yan & Associates

Founder

December 1987–present

- First digital typesetting in New Zealand, pioneering in technology, including extended character sets. It was the first to represent other designers as well as the founder. here. I began developing digital fonts in 1985—the first in the country to do so—but the earliest ones were never marketed. Type clients include Deutsche Bank, Knight-Ridder Newspapers, a major electronics' company, and Land Transport New Zealand.
- 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. Clients have included Atlet, Munro Shoes, Panos Emporio, Aon, Electricity Corp. of New Zealand, Hillary Commission; confidential projects include branding work for multinationals in Hong Kong and China.
- The media business created 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 are *Lucire* and *Autocade*. The former was developed from a website into print magazines. The latter is a successful and oft-referenced car encyclopædia with a global perspective (and particularly detailed coverage on China).

### Lucire

Publisher

October 1997–present

- Created New Zealand's first commercial online fashion magazine. One of the very few globally to have survived from this era.
- Extended the website into print editions in New Zealand, Romania, Thailand, Qatar, Bahrain, and Saudi Arabia, from 2004 onwards. The Saudi edition, a monthly, can be found in the first and business classes on Saudia, the Kingdom's national carrier.
- Negotiated a partnership with the United Nations Environment Programme (now UN Environment) from 2003, where *Lucire* would highlight eco-fashion. In 2005, we published the world's 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.



### Medinge Group (formerly 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.
- We ran 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.
- 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 book dealt with how brands can be socially responsible and profitable. A follow-up, *Brands with a Conscience*, built on the first title with real-world examples, was launched in Amsterdam in 2016. It has also been published by Kogan Page; I repeated my capacity as a contributing author.
- I became one of two co-chairs alongside Erika Uffindell in 2014. With our members, we have been planning out the future of the organization and how we can actively help others.



Jon Moe

Sergei E. Mitrofanov

# Jack Yan

## Authored works

I authored *Typography and Branding*, published in Christchurch in 2004. Titles with co-authors include *Beyond Branding* and *Brands with a Conscience*; and *Nation Branding: Concepts and Cases*, published by ICFAI Press, New Delhi, 2009. I worked in an editorial capacity for some of Stefan Engeseth's books in Sweden.

Numerous academic papers for the *Journal of Brand Management* and the *Journal of Digital and Social Media Marketing*, between 2002 and 2013. All were double-blind, peer-reviewed. I wrote one academic paper in a conference proceeding in Seoul in 2001, published by Springer.

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

## Other organizations

- Shareholder and adviser for Sans and Serif Trustees Ltd., a technology company tracking down piracy.
- Formerly overseas legal adviser for TypeRight, a typeface design advocacy organization in Maine (*Publish Impact Award* winner, 1996).
- Mentor, for Business Mentors New Zealand, from 2006. Helped many businesses in the Wellington region.
- Mentor, for Victoria University of Wellington's Alumni as Mentors programme, from its inception in 2013. Also hosted its BA Internship programme since its inception.
- Lectured at the National College of Design & Technology (now Yoobee), creating the Wellington design theory programme (1999–2000), at the joint Victoria University–Massey University design school, creating the first typeface design programme in New Zealand (2000), and substituted at Te Auaha, teaching design (2018).

## Politics

- Mayoral candidate for Wellington, New Zealand, in 2010 and 2013, netting 12 and 18 per cent of the vote respectively. Advocated diversifying the economy into more high-tech areas, and, as a multilingual candidate, encouraging international relationships with the city. Mine were the most effective campaigns based on amounts spent and votes gained. Both campaigns were always motivated by a sense of public duty; their extremely high levels of engagement are a matter of record.
- Originated the idea of the 99 MP Party in New Zealand in 2001; Alliance list candidate in 2008 General Election.

## Other activities

Regular public speaker (*inter alia*, Marknadsföreningen i Stockholm, Massey University, AUT, and other institutions in New Zealand, India, the US, and at the Sorbonne); presented on TV (TVNZ, al-Jazeera English); regularly interviewed by media (e.g. CNN, TV1, TV3, *New York Times*) and other authors.

Competition judge, including for Triumph (Austria), the Aotearoa Student Press Association, Addington Races, Miromoda, promoting Māori fashion (2009–18).

Committee member, Scots College Old Boys' Association and Sweden–New Zealand Association; Trustee on the Board of St Mark's Church School. I played an active role in the successful centenaries of both schools in 2016 and 2017.

Former member of the Alliance Française, SMEI, Society of Publication Designers (NYC), and the Australian Graphic Design Association.

## Education

- LL B, BCA (Hons., first class, in marketing), MCA from Victoria University of Wellington, 1994–2000.
- Dux, St Mark's Church School, 1985; *Proxime Accessit*, Scots College, 1990.

## Other biographical details

- Dual nationality, British and New Zealand.
- Fluent in English, French, Cantonese, Taishanese. In terms of iwi, I identify as Taishanese and a direct descendant of Gin Sun Hall (甄舜河, CE 1195–1274).
- Beginner's level Swedish.

## Referees

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