



# Ashley Galina Dudarenok

China Marketing Expert & Entrepreneur

Ashley Dudarenok is a naturalised Chinese serial entrepreneur who deeply understands digital transformation and consumers from her decade and a half of marketing experience in China, the world's largest, most digitised market. "Guru on digital marketing and fast-evolving trends in China"

## TOPICS:

- Female Entrepreneurship
- China's New Retail
- Chinese Social Media
- Modern Chinese Consumers
- 5 Mistakes That Are Killing your Brand in China
- 5 Secrets to Success in the China Market
- Understanding Chinese Tourists: How to Market to Chinese Travellers Online
- How Big Data and AR Empower New Retail in China and Beyond

## LANGUAGES:

She presents in English, Russian, Mandarin and German.

## PUBLICATIONS:

- 2020** How to Win With Chinese Tourists
- 2020** Selling to China Through Cross-Border E-Commerce
- 2019** New Retail Born in China Going Global
- 2018** Digital China: Working with Bloggers, Influencers and KOLs

## IN DETAIL:

The world's largest brands hire Ashley to understand the modern Chinese consumer, accelerate their digital transformation and build truly customer centric companies so that they stay competitive in the market. Her expertise has been endorsed by China's tech giants. In 2017, she became a member of Alibaba's Global Influencer Entourage, and in 2018, she joined Jingdong and Pinduoduo's Global China Experts Group. Ashley is regularly brought in to consult companies' top management to provide a clear vision on the future of retail, digital transformation and customer centricity based on her expert knowledge of the highly competitive fast moving Chinese market. Her expertise in the field of digital transformation, the future of retail, Chinese consumers and digital marketing has been recognised by numerous awards.

## WHAT SHE OFFERS YOU:

With the world increasingly turning to e-commerce and digital channels, businesses can't afford to get their digital customer journey wrong. Ashley can give you unique insights from China, the world's most competitive market to help you transform your business and customer relationships both online and offline.

## HOW SHE PRESENTS:

Apart of the knowledge and expertise Ashley is also bringing her high energy and positive attitude to any events to inspire and motivate audiences to achieve their goals.