

## Andrea Fenn



Andrea Fenn is the CEO of Adiacent China business unit in Shanghai.

Adiacent is a global digital transformation company with offices in Italy, Mexico, US, Spain, Hong Kong and Shanghai. It is part of VAR Group, the leading Italian digital group with over 2.6bn EUR in revenue.

Andrea has lived 18 years in China, whose majority he spent working with the country's evolving digital and consumer landscape. Prior to Adiacent, he was a founding member of the APAC social media team at Ogilvy, a researcher of Chinese social media at Leiden University, and a journalist for CNN and China Daily.

In his work in China, Andrea has developed extensive experience on launching and developing Italian brands with a focus on quality and lifestyle. A few of the companies he assisted during the years include Armani, Bulgari, Zegna, Pinko, Poltrona Frau, Arper, L'Erbolario, Aboca, DrVranjes Firenze, Richard Ginori, and many more. Furthermore, he speaks at public events, business schools and management trainings globally, he is an Effie Asia jury member and content consultant and trainer at the Alibaba Global Ecommerce Talent program among others.

Andrea was born in Prato, Italy, is an Italian-British dual-national, and is fluent in written and spoken Mandarin Chinese. He is a Permanent Resident of China.