



3 June 2011

MOMENTUM CHINA APPOINTS NEW LEADERSHIP TEAM Expands Agency Offering and Expertise in Shopper Marketing

New York, NY – June 3, 2011 – Momentum Worldwide announced today that it has named two industry experts to new posts at Momentum China. John J. Steere has been appointed as Managing Director and Korey Yu was named Business Director. Steere will report to Momentum Worldwide Chairman and CEO Chris Weil and Yu will report to Steere.

With over 20 years of experience in marketing, advertising and activation, Steere most recently served as Managing Director, Asia Pacific at Saatchi & Saatchi X. Steere has experience working on the client and agency side, with stints at DDB Worldwide and Gartner in addition to AT&T and VISA International. Steere is also a creative entrepreneur who has founded a few agencies in NYC and Asia, later selling them after building them into successful businesses. He has handled accounts on recognized global brands such as P&G, Coke, Diageo, Adidas, Nike, HP, Philips, Johnson & Johnson, to name a few. Steere has proven expertise in managing regional operations in APAC, identifying key market opportunities and cultivating strategic business partnerships. His skill set includes a diverse level of disciplines including digital, PR, activation, multicultural and shopper marketing.

“John is the perfect candidate to lead Momentum China. With his entrepreneurial spirit and success building Fortune 100 brands, he has the right combination of strategic marketing, creative and management skills to advance our business in China,” said Momentum Chairman and CEO Chris Weil. “In addition, he also has an expertise in shopper marketing, which continues to be an important discipline in the Momentum offering for clients.”

Steere was named Chief Marketing Officer of McCann Worldgroup Greater China in February 2011 and now adds the Momentum assignment to his role.

TH Peng, CEO for McCann WorldGroup Greater China, said: “John has already added value to our agency group in the short time he has been with us. He is a proven leader in the APAC region and has a strong understanding of the market, in addition to his sharp skills across multiple client categories and marketing disciplines.”



Additionally, Korey Yu was named Business Director for Momentum China. With over 14 years of experience in brand planning and marketing, mobile and shopper marketing, Yu has worked for agencies including Ogilvy, Euro 4D and Y&R Approach. He has worked across categories including FMCG, spirits, retail and information technology.