

Client introduction:

The Client Group is a global financial corporation with a diversified portfolio of businesses spanning across Europe and Asia. Headquartered in London, with international affiliates in Hong Kong, Greater China, Taipei, Bangkok, Vietnam, Cambodia, Moscow, Abu Dhabi, Cairo and other cities across 12 countries in Asia, the Middle East, and Europe, with 22 international offices.

We are a people-centric enterprise with a global team of over 600 professionals dedicated to maximizing the success rates of our employees and clients.

The company provides a wide range of financial products & services (FX, Commodities, Indices, Cryptocurrencies) to investors , professional traders, and financial institutions worldwide.

The average monthly trading volume executed by 100,000 retail investors, professional traders, and financial institution clients is estimated to be \$100 billion.

Responsibilities & Requirements:

Our client is seeking a dynamic and visionary **Head of Brand** to lead their brand strategy and development.

Location: Singapore / Hong Kong / Shanghai

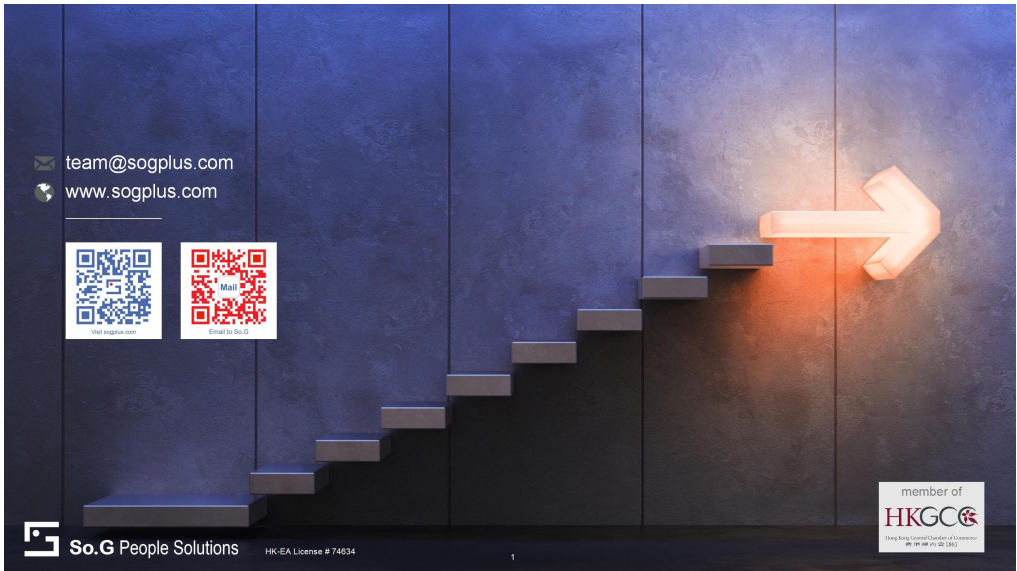
Key Responsibilities:

1. **Brand Stewardship:** As the guardian of our brand, you will be responsible for crafting a clear and compelling vision and mission that resonates with our global audience. We are looking for someone who can embody the spirit of a brand evangelist, inspiring both internal teams and external stakeholders with a deep commitment to our brand values and promise.
2. **Strong Negotiator:** You will be expected to represent our brand in various negotiations, ensuring that our interests are well-protected and that we secure the best possible outcomes. Your ability to navigate complex discussions with confidence and diplomacy will be key.
3. **Innovative Thinking:** We value creativity and encourage thinking outside the box. You should be able to explore and implement innovative brand strategies, including brand equity swaps and other non-traditional approaches to enhance our market presence and reputation.
4. **In-house Experience:** Preference will be given to candidates with a solid background in in-house brand management. While experience with PR agencies is valued, we are particularly interested in individuals who have demonstrated success in leading brand initiatives from within a company.

Qualifications:

- Proven experience in a senior brand management role, preferably within the financial services or internet technology sector.
- Exceptional command of the English language, with the ability to communicate effectively in English with a global audience.
- A track record of developing and executing successful brand strategies.


- Strong leadership and negotiation skills, with the ability to influence and collaborate across all levels of the organization.
- A creative and strategic mindset, with a demonstrated ability to innovate and adapt brand initiatives to changing market conditions.



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1