

Ms. Jojo Tang

Vice President, Public Relations and Press

A brand and PR veteran in the automotive and industrial sectors with more than 15 years experiences.

Jojo Tang is the VP of Public Relations and Press at Porsche (China) Motors Ltd, covering the market of mainland China, Hong Kong and Macao. Her role is to oversee the brand and product PR, issue/crisis management, press relationship to ensure Porsche's high share of voice and brand preferences in the market. She also cover the topic of corporate social responsibility including strategic planning, initiatives and project operations and communications.

With more a decade, Jojo worked in both agency and in-house roles for many renowned brands and corporate covering a wide range of marketing and communication topics. Graduated from the major of International Journalism at Shanghai International Studies University, she started her career from Burson-Marsteller, the international PR firm, as the professional PR practitioner working with multiple world-class clients incl. Intel, Diageo, Lexus and Volkswagen. With the outstanding performance and practice in corporate communications, Jojo was named the Communicator of the Year at Burson Asia Pacific in 2006. She also worked for Cooper Tires and Rubber Company and then, Bosch China in the area of corporate communications and CSR topic. At Bosch, Jojo led a virtual team in Asia covering 8 markets, aligning and promoting the topic of CSR with synergy.

As a Shanghai native, Jojo is a very international, open-minded and sophisticated lady as the nature of her beloved home town. She's married with two children now.



Ms. Jojo Tang (right) in a panel discussion with Ms. Ying Zhou, curator (left) and Mr. Peiyong Wang, Chinese young artist (middle) during the 2016 Porsche "Empowering the Future" Young Talent Art Exhibition Press Conference