

ASHLEY GALINA DUDARENOK



About: Russian-born China marketing expert and entrepreneur; founder of two start-ups: Chozan (chozan.co) and Alarice (alarice.com.hk); LinkedIn Top Voice in Marketing 2019; Holmes Report Asia-Pacific Top 25 Innovator; member of Alibaba's Global Influencer Entourage and the JD's China Expert Group.

Ideas: Prolific vlogger and podcaster on modern Chinese consumers, Chinese social media marketing, and China's new retail and technology.

Content: *New Retail: Born in China Going Global; Unlocking the World's Largest E-Market; Working with Bloggers, Influencers and KOLs; ashleydudarenok.com*

T50 Verdict: "Guru on digital marketing and fast-evolving trends in China."