

# CHRISTINE LEE HUIJIA (李慧佳)

Marketing Director - Asia @ Terrapinn | UFI Marketing Award Winner



## CHRISTINE'S JOURNEY AS A MARKETING PROFESSIONAL IN THE B2B EVENTS INDUSTRY

Christine is a highly adaptable marketing and digital project management professional with 19 years of experience in the B2B events industry. She joined the exciting world of events as a Conference Coordinator at Reed Business Information (now part of LexisNexis Risk Solutions) in 2005.

She has extensive experience in delivering small, medium, and large scale in-person and hybrid events in Southeast Asia across multiple industries from food & hospitality to electronics manufacturing to technology and aviation.

The highlight of her marketing career was securing the **UFI Marketing Award for Brand New Brands for IoT Asia in 2016**.

## GROWTH MINDSET

Motivated by a desire for personal growth and a need for fresh challenges in her marketing career, Christine has explored and thrived in the following roles.

- Took on an event sponsorship role for a launch event in Myanmar to better understand the customer lifecycle.
- Pivoted to a digital project management role for four years to design and implement enterprise projects such as Salesforce CRM, Marketing Cloud, event apps and hybrid event platforms to enable the event teams to delight their customers at hybrid and physical events.

During the pandemic, she has also taken up leadership and digital marketing courses to upskill herself.

## LEADERSHIP

In her current capacity as the Marketing Director – Asia in Terrapinn, she is responsible for the marketing performance of the events run by the Singapore office in Singapore, Malaysia, Thailand, the Philippines, and Vietnam.

Christine is highly involved in the day-to-day operations of a very capable and diverse team of mobile-first, data-driven marketers and Networking Managers in Singapore and the Philippines.

Christine holds a Bachelor of Arts Degree in Geography from the National University of Singapore – specialising in social geography.

Her first-hand experience as a marketer will bring valuable insights to grow and shape the marketing profession in the MICE industry.