



## SERGE DUMONT

**BOARD LEADER | ENTREPRENEUR | INTERNATIONAL C-SUITE EXECUTIVE**

With deep global business, public affairs, and strategic communications expertise, Serge Dumont is a multifaceted leader who will catalyze transformative change at the board level and serve as a trusted advisor to the CEO. With a global perspective and a profound and nuanced understanding of the Asian markets, notably China, Serge's unique insights on navigating complex environments enable him to drive strategic decision-making, capitalize on emerging opportunities, and mitigate risks. Furthermore, Serge's unwavering commitment to philanthropic endeavors underscores his dedication to making a lasting impact on a company's operations and society as a whole.

In 2022, Serge joined the board of directors of Nasdaq-listed East West Bancorp, Inc., the holding company for East West Bank, the largest independent bank in Southern California, where he serves as a member of the nominating/governance and compensation committees. Serge applies to this role his knowledge of corporate affairs, proficiency in crisis management, and keen insights, essential in a world of constant disruptions. His strong command of Chinese, US, and global corporate landscapes supports his ongoing ability to advance business initiatives.

Serge stands as an esteemed pioneer who spearheaded the transformation of the public relations industry in China, elevating it into a thriving and highly sophisticated business sector. For nearly eight years, Serge served as vice chairman of Omnicom Group, Inc. Over his tenure, he successfully managed a portfolio of companies in which Omnicom was invested. Among his achievements, Serge identified and managed acquisitions, cultivated client relationships at the highest level of significant companies, fostered important government relations, and served as the executive sponsor of the employee resource group committed to diversity across Omnicom and its agencies.

Under his leadership, Omnicom partnered with the World Economic Forum, including regularly participating at the conference at Davos to help address global political and economic challenges. During this time, Serge formed an alliance with China Europe International Business School to bring to China Omnicom University, a senior management program that is regarded as one of the preeminent professional development programs within the industry and considered the cultural "glue" of the Omnicom network.

Among his many achievements, Serge is chairman of the board of trustees, co-founder of Asia Society France, vice chairman of the board of ImpactWayv, Inc., and also serves on the boards of Synergos and Asia Society in New York demonstrating his steadfast commitment to philanthropic and community initiatives.

Serge's impactful role as a special advisor to the president, North Asia for Unilever highlights his ability to provide strategic guidance at the highest levels of multinational corporations. Furthermore, leveraging his deep business acumen, Serge has identified and made strategic investments in startup operations, fostering their growth and enabling them to achieve success under his mentorship.

His visionary leadership and relentless dedication have earned him prestigious honors and awards from national governments and international organizations. In 2006 Serge was named a special representative for UNAIDS, the joint United Nations Program on HIV/AIDS. Earlier, he led a team of crisis management experts responding to the SARS pandemic in China. Serge is a recipient of France's Legion d'Honneur; HRH Crown Prince Philippe of Belgium made him an Officer of the Order of the Crown.

Serge graduated from the Sorbonne University in Paris. He holds dual degrees in sociology and oriental languages and civilizations, and has studied at the Taiwan Normal University and the Political Institute in Taipei. He is fluent in English, Mandarin, and French.