

SERGE DUMONT

Hong Kong & Paris • +852 9260 6580 • +33787858823 • serge@sergedumont.com
www.linkedin.com/in/serge-dumont-6586523

INTERNATIONAL C-LEVEL EXECUTIVE • BOARD-LEVEL LEADER

Global business, public affairs, and strategic communications leader with record of achievement in orchestrating groundbreaking entrepreneurial endeavors and catalyzing transformative change for established companies seeking market share expansion and accelerated profitability. Capitalize on decades of experience in Asia, Europe, and the United States, serving as strategic advisor to boards, multinational companies, and C-level business leaders. Offer international perspective as board member of East West Bancorp, Inc., a Nasdaq-listed company and largest independent bank in Southern California. History spearheading efforts that elevated public relations industry in China from its inception to sophisticated business sector it is today, as well as serving as vice chairman of Omnicom Group, Inc. [NYSE: OMC] and delivering value to Edelman and Interasia Group in C-level positions. Recipient of multiple honors and awards from national governments and international organizations for contributions to business, philanthropy, health, culture, and education. **Fluent: English, Mandarin, French. Key Areas of Value Include:**

**Business Development & Growth • International Market Expansion • Revenue & Profit Improvements • Angel Investing
Diversity, Equity & Inclusion • Entrepreneurial Stewardship • Crisis Management • Strategic Thought Leadership**

BOARD APPOINTMENTS

Board Member & Nom / Gov and Compensation Committees: East West Bank [Nasdaq: EWBC] • 2022 – Present

Vice Chairman of the Board: ImpactWayv, Inc. • January 2020 – Present

Chairman: Boston Management Ltd. • 2019 – Present

Vice Chairman: Omnicom Group Inc. & Chairman Omnicom Asia Pacific • 2011 – 2018

Chairman: OICS • 2015 – 2018

Board Member: DDB Guoan • 2006 – 2018

Board Member: Edelman • 1993 – 1997

Board Member: Beijing International Finance Building • 1987 – 1989

Chairman: Interasia • 1985 – 1993

HIGHLIGHTED ACHIEVEMENTS & COMPETENCIES

Entrepreneurship & Innovation

- Founded and established Interasia, China's first independent communications and government relations consultancy, acquiring roster of Fortune 500 clients, including Nike, Intel, Kodak, Mars Inc., Compaq, DuPont, Dior, Hennessy, and others.
- Secured market leader status and subsequently sold company to Edelman, world's largest PR group, maintaining key role in development of Asia operations as president of Asia division and EVP. Served on global board of this large private company.
- Honored by governments of France, Italy, Belgium, and Morocco and by United Nations for contributions to business, commerce, environmental, social, governance [ESG], philanthropy, and the arts.
- Advised foreign brands organize headline-grabbing events like first Richemont's Watches and Wonders at the Forbidden City in 2004 and Fendi's fashion show on the Great Wall in 2007.

Transformational Leadership

- Conceptualized and drove pioneering contributions as recognized authority on strategic communications, M&A activities, and Chinese global expansion as Vice Chairman, Omnicom Group Inc. and Chairman, Omnicom Asia Pacific for 7 years.
- Fueled significant growth in Asia-Pacific region, leveraging deep knowledge of China to contribute to Omnicom's success, building agencies' capabilities and reach.
- Established The Serge Dumont Fund, industry's first university scholarship fund aimed at developing professionals and supporting education in Chinese communications industry.
- Managed Omnicom's strategic relationship with World Economic Forum. Acted as global executive sponsor and strong supporter of company's diversity and inclusion and ESG initiatives [Open Pride and Omniwomen].
- Drove awareness of social and public health issues; conceptualized and organized China's first celebrity charity function to raise awareness of HIV/AIDS, groundbreaking event that received SABRE Award through agency that managed it.

Business Value Creation

- Ensured best quality service delivery to highest professional standards at Omnicom Group; managed and developed Greater China business market to create platform for sustainable and profitable business growth.
- Drove global mandates on behalf of Omnicom, playing integral leadership role in global marketing and communications initiatives for company with 70,000+ employees internationally.
- Consistently demonstrated strategic capabilities to build relationships that expanded Omnicom's operational footprint in one of world's key growth regions.
- Identified and executed strategic investments in startup operations, fostering growth and success through mentorship and ongoing advisory services.

Strategic Collaborations & Impactful Engagement

- Championed and negotiated establishment of Omnicom building at prestigious Tsinghua University in Beijing.
- Formed alliance with China Europe International Business School [CEIBS] to bring to China Omnicom University, senior management program regarded as one of preeminent professional development programs within industry and considered cultural "glue" of Omnicom network.
- Appointed by World Health Organization and Beijing Municipal Government in 2003 to lead crisis response program in immediate aftermath of SARS pandemic in China.
- Nominated as United Nations Goodwill Ambassador as part of communications-driven response to HIV/AIDS crisis.

CAREER APPOINTMENTS

Vice Chairman and Chairman, Asia Pacific • Omnicom Group Inc. • 2011 – 2018
Senior Vice President and President, Asia Pacific, India, Middle East, and Africa • Omnicom Group Inc. • 2006 – 2011
Angel Investor • 1997 – 2006
Special Adviser to the President, North Asia • Unilever • 1999 – 2001
Board member, Executive Vice President, President Asia • Edelman • 1993 – 1997
Founder, Chairman and CEO • Interasia Group • 1985 – 1993

PUBLIC ADVISORY & LEADERSHIP ROLES

Special Representative: Goodwill Ambassador: UNAIDS [United Nations] • 2006 – 2009
Special Advisor: Year of Italy in China • 2005 – 2006
French Foreign Trade Advisor • 2003 – 2016
Secretary General: Year of France in China Honorary Committee • 2004 – 2005
Honorary Representative for China: Comité Colbert • 2004 – 2005
Senior Advisor, China: World Health Organization • 2003
Chief Advisor, SARS Media Centre: Municipality of Beijing • 2003

NOT-FOR-PROFIT APPOINTMENTS

Member, Global Board of Trustees: Asia Society • New York
Chairman, Board of Trustees: Asia Society • France
Nomination Committee: David Rockefeller Bridging Leadership Award • New York
Nomination Committee: Prince's Prize for Innovative Philanthropy • Monaco
Audit Committee: Synergos • New York
Chairman & Founder: Serge Dumont Fund • France / China
Trustee: China Youth Development Foundation • China
Advisory Board: China Europe International Business School [CEIBS] • China
International Advisory Board: Tsinghua University School of Journalism • China
Trustee: Gender Parity Global Challenge • World Economic Forum • Switzerland
Secretary General: Honorary Committee • Year of France in China
Rotary International: Special Representative • China
Vice Chairman: Advisory Board • Beijing Music Festival • China
President / Chair: Rotary Club of Beijing • China

EDUCATION & PROFESSIONAL TRAINING

Non-Executive Director Diploma Program • Financial Times • 2016
Senior Management Program: Babson College, Boston • 2006 – 2016
Singularity University Program: Hong Kong • 2016
Graduate of INALCO: Paris • 1983
Graduate of University Paris V – Sorbonne • 1981
Studies at National Chengchi University: Taipei • 1980
Studies at National Taiwan Normal University: Taiwan • 1980
Certification from University of Cambridge: Paris • 1978

HONORS • AWARDS • PUBLICATION

Certificate of Honor for Outstanding Contribution • Project Hope@30 • 2019
Named 50 Game Changers of PR • PR Week • 2017
Outstanding Merit Award • APAC Cristal • 2016
Top 100 People of Influence • Debrett's – Hong Kong • 2015
CAA: Award for outstanding contribution to China's advertising industry • 2014
Officer: Order of Arts and Letters, France • 2011
Knight: Order of Agricultural Merit, France • 2011
Holmes Report: Lifetime Achievement Sabre Award for Outstanding Individual Achievement • 2011
Project Hope Special Award: "For exceptional contribution to the charitable activities of Project Hope" • 2009
The Internationalist: Agency Innovator • 2009
UNAIDS Gold Medal, United Nations: For exceptional contribution to the AIDS response • 2008
Knight: Order of Academic Palms, France • 2008
Officer: Order of the Crown of Belgium • 2007
Officer: Royal Order of Al-Alaoui, Kingdom of Morocco • 2006
Grand Officer: Star of Italy • 2006
Knight: National Order of the Legion of Honor, France • 2005
Knight: Order of Arts and Letters, France • 2003
Presidential Citation: Rotary International • 2003
CIPRA: Honorary certificate "for creative and extraordinary contribution to the Chinese Public Relations Industry" • 1997
Publication: *Brand Warriors – China* • Co-Author • ISBN 9781861976994 • 2003