



Ashley Dudarenok

AUTHOR · BUSINESS LEADER

China is no longer a back-office manufacturing story. It is now the source of consumer behaviours, retail formats and platform economics that arrive in Western markets two or three years later, and most boards still treat it as a market they sell into rather than a market they learn from. The cost is missed product cycles, marketing assumptions that no longer match the consumer, and a digital playbook designed for a slower internet.

Ashley Dudarenok is a China-based entrepreneur and digital expert who helps global companies read the Chinese consumer market and apply its lessons to their own commercial strategy.

Ashley Dudarenok's 2026 Biography

Why organisations work with Ashley Dudarenok

- She runs the operating relationships most foreign executives only read about. Alarice and ChoZan, both founded and led by her from inside China, give clients direct access to working partnerships with Alibaba, JD.com, Pinduoduo, ByteDance and Tencent.
- Thinkers50 placed her on its Radar list and labelled her a “Guru on digital marketing and fast-evolving trends in China,” a designation reserved for thinkers shaping the next wave of management ideas.
- She translates Chinese commerce into board-room decisions, not headlines. New retail formats, livestream commerce, KOL economics and platform mechanics are framed as actions a Western CMO or COO can take, not as cultural curiosities.
- A library of books and a working agency, not a single thesis. Eleven titles across consumer behaviour, KOL marketing, B2B and cross-border ecommerce mean the content is regularly refreshed against active client work, not frozen at publication.
- Western frame, Chinese context. She is a naturalised Chinese national with native-level Mandarin and Russian, English and German fluency, which means she can interrogate Chinese platforms in the language they operate in and explain them in the language Western boards make decisions in.

Biography highlights

- Founder of Alarice (2011), a China digital marketing agency with offices in Hong Kong, Shanghai and Shenzhen, and ChoZan (2016), a China digital transformation consultancy.
- Thinkers50 Radar Class of 2021.
- Author of eleven books on digital China, including New Retail Born in

AVAILABLE FOR

- After Dinner Engagement
- Panel Participation
- Speaking
- Training and Workshops

ASHLEY'S SPEAKING THEMES

- Business Strategy & Growth
- Customer Experience & Marketing
- Digital Transformation
- Future of Technology
- Innovation & Disruption
- Marketing & Branding

LANGUAGES: Chinese, English

China Going Global and Digital China: Working with Bloggers, Influencers and KOLs.

- Recognised among the World's Top 100 Retail Influencers 2023 by RETHINK Retail and named a LinkedIn Top Voice in Marketing.
- Clients and audiences include Alibaba, LVMH, Coca-Cola, Johnson & Johnson, BMW, HSBC, Disney, Huawei and Adobe.
- Featured in Bloomberg, Forbes, CNBC, South China Morning Post, Business Insider and CGTN.

Biography

Most Western executives still understand China through a 2015 lens: factory floor, growth market, regulatory headache. The actual commercial picture has moved on. Livestream commerce is a meaningful share of retail, mini-programs have replaced apps, KOL economics drive product launches, and consumer expectations on speed, personalisation and service have re-set what "good" looks like. Ashley Dudarenok built a business interpreting that gap for global firms.

She founded Alarice in Hong Kong in 2011 and ChoZan in 2016, running both as operating businesses with offices in Hong Kong, Shanghai and Shenzhen. That structure matters. Her commentary draws on live client work with the platforms she is describing, not on observation from outside the system. Alibaba, JD.com, Pinduoduo, Tencent and ByteDance are working relationships, not case studies pulled from the FT.

The intellectual contribution is recognised externally. Thinkers50 placed her on its 2021 Radar list, the cohort it tracks as the next wave of management thinkers, with the designation "Guru on digital marketing and fast-evolving trends in China." She is a LinkedIn Top Voice in Marketing and was named to RETHINK Retail's Top 100 Retail Influencers in 2023. Eleven books, including New Retail Born in China Going Global and the Digital China mini-book series, give her arguments a published spine that conference appearances alone do not.

What she offers a board is the ability to treat China as a leading indicator. Boards walk away with a sharper read on how Chinese consumer behaviour is likely to surface in their own market, where their digital and customer-experience playbook is now structurally behind, and which platform mechanics, livestream, social commerce, AI-driven retail, are worth piloting before competitors close the gap.

Key speaking topics

- China consumer trends and digital commerce
- New retail and social commerce
- KOL, livestream and influencer economics
- Customer centricity and the modern Chinese consumer
- Digital transformation lessons from China
- Innovation playbooks from Chinese tech and brand companies
- Future of marketing and retail

Ideal for

- CMOs and brand leaders setting customer experience and digital strategy in consumer-facing industries
- Retail, luxury, FMCG and automotive boards with material China exposure or China ambitions
- Innovation and digital transformation leads benchmarking against

Chinese platform standards

- Strategy and corporate development teams assessing how Chinese commercial models are likely to enter their home markets

Audience outcomes

- A current, board-level read on the Chinese consumer and the platforms they live on
- Concrete examples of Chinese retail, marketing and product mechanics that Western firms can translate into pilots
- A clearer view of where their own digital and customer playbook is lagging the Chinese benchmark
- A working list of categories, BYD, Mixue, Labubu, DeepSeek, TikTok parent ByteDance, where China has set the new commercial standard
- Confidence to challenge internal assumptions that treat China as a sales market rather than a strategic teacher

Ashley Dudarenok's 2026 talks & topics

Labubu, Mixue & Moonshots: Lessons From China's Playbook for Innovation

A tour of how Chinese companies, from DeepSeek and ByteDance to BYD, Mixue and the Pop Mart IP economy, are setting new standards for innovation speed and consumer pull.

Key takeaways:

- Specific Chinese innovation patterns Western firms can adapt without copying
- How Chinese brands compress the gap between idea, launch and scale
- Where the next wave of consumer expectations is forming first

Modern Consumers & Customer Centricity

A working session on Chinese consumer behaviour, Gen Z patterns and loyalty mechanics, framed for executives whose customers will eventually behave the same way.

Key takeaways:

- A current map of the Chinese consumer, segment by segment
- Loyalty and engagement strategies that are working at scale in China
- The gap between Western customer-centricity rhetoric and Chinese operating reality

Future of Marketing & Retail

How social commerce, omnichannel formats and platform mechanics in China are rewriting marketing and retail strategy globally.

Key takeaways:

- A clear picture of new retail, social commerce and OMO in practice
- The platforms and formats that matter for international brands
- Where Chinese marketing structures are likely to surface in Western markets next

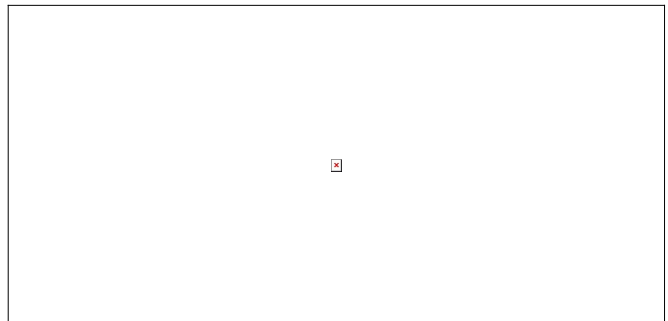
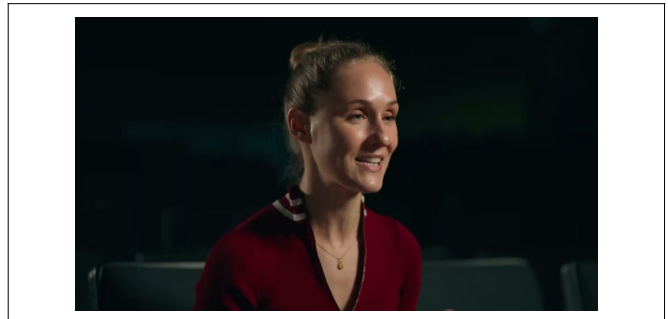
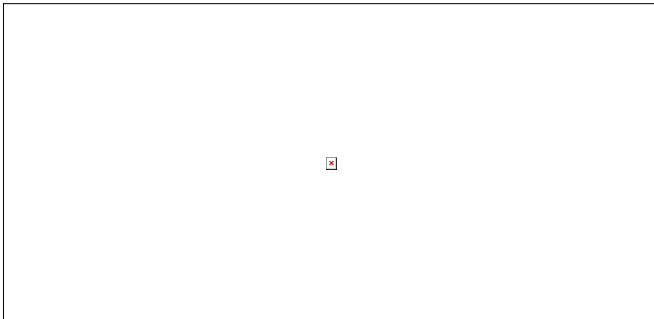
Technology in Action

A session on AI, extended reality and online-merge-offline applications inside Chinese commerce, with a focus on what is creating customer value rather than what is generating headlines.

Key takeaways:

- Concrete uses of AI and XR in Chinese retail and marketing today
- How Chinese firms decide what technology earns operational status
- Implications for Western companies' own technology roadmaps

Ashley Dudarenok's Videos





What Ashley Dudarenok's clients say

Ashley, you're living the Disney brand! Thanks for the amazingly insightful, high-energy and entertaining strategy workshops!

John Sinke
Hong Kong Disneyland

A must do for those who are interested to onboard themselves with the skyrocket pace of China digital and social media development and to learn in-depth perspectives.

Joy Liu
LVMH

Outstanding keynote! Ashley was really engaging and helped condense all the China digital marketing trends into a digestible format and easily put these learnings into our business strategy.

Eunice Chin
Shiseido

A great insight into digital in China. The whole session was very insightful! We'll start exploring the mentioned apps and applications as soon as we are back. Ashley is very knowledgeable and action driven!

Estee Wu
Clarins

Great and relevant content! Professional and knowledgeable speaker with contagious energy. Excellent examples shared during the presentation.

Michelle Ng

Harley-Davidson

Ashley is definitely the expert when it comes to China social media and the whole digital environment in China. Very informative, up to date, and interactive. Been in China for 2.5 years and still learned tons from Ashley.

Joy Liui

Sephora

Ashley's talk on New Retail in China was actionable, engaging and a great highlight of the conference. Ashley is knowledgeable, professional and an excellent speaker. We were happy to work with her and will collaborate further in the future.

Matt Haldane

SCMP

Ashley is awesome in Chinese social media marketing and such a passionate speaker and leader. I loved how enthusiastic she is whenever she gives a speech. And her knowledge of the China market is amazing!

Jessica Ye

Trainor, Mulberry House

I attended Ashley's high-energy presentation on China's New Retail in Singapore. She was impressive, with her knowledge of China's e-commerce ecosystem, and clearly understood the pain points of foreign brands trying to enter the Chinese market.

Wilie Low

Marketing Director, Siena

I've had the opportunity to listen to many speakers and I have to confess Ashley is extraordinary. She emits great energy on stage and shares that with the whole audience. Also, her presentations are very informative. She knows about the most up-to-date Chinese social media trends and which strategies are the most efficient.

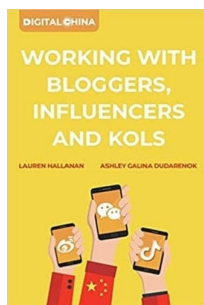
Domen Jere

Co-founder

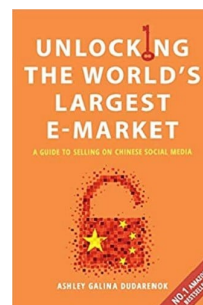
ASHLEY'S LATEST BOOKS



New Retail Born in China Going Global: How Chinese Tech Giants Are Changing Global Commerce



Digital China: Working with Bloggers, Influencers and KOLs



Unlocking the World's Largest E-Market: A Guide to Selling on Chinese Social Media

Ashley Dudarenok's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
Home Country	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
Asia Pacific	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
Europe	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
Middle East & Africa	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
South America	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
United Kingdom	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
US East Coast	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
US West Coast	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
Virtual	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000