



Jeff Moody

MEDIA PERSONALITY

Boards talking about China are usually talking past it. Most chairs in the room have read the same coverage, drawn the same conclusions, and miss the texture of how the country actually communicates about itself. The result is conferences that produce confident takes on a market most attendees have never reported from, hosted by moderators who have never sat inside the system they are describing.

Jeff Moody is a British news anchor at CGTN in Beijing and a corporate host who chairs conferences, moderates panels, and presents commercial events for organisations that need a senior broadcast hand in the room.

Jeff Moody's 2026 Biography

Why organisations work with Jeff Moody

- A working CGTN anchor based in Beijing, which is a rare credential for a UK-available conference host and immediately useful for any agenda that touches China, trade, or cross-border media.
- Three decades of live broadcast experience across ITN, BBC, Channel Five, ITV Meridian, and now GB News, meaning he can hold a room when an agenda slips, a speaker drops out, or a Q&A goes off script.
- Equally credible on consumer affairs, business, and current affairs material, having reported across all three at network level in the UK.
- Comfortable with the format demands of corporate work, including after-dinner sets, on-stage interviews, awards hosting, and tightly produced multi-camera shows.

Biography highlights

- News anchor at CGTN, Beijing, hosting the network's flagship English-language discussion programming and co-presenter of the Chinese Terminology series.
- Began at Independent Television News (ITN) in London and went on to present Channel Five News (Breakfast and Entertainment) and BBC's Liquid News.
- Consumer Correspondent at ITV Meridian Tonight.
- Currently reports for GB News from the South West of England.
- Wrote and directed a UK touring theatrical production in 2013.
- Earlier career includes radio in San Francisco and ownership of a hotel, restaurant, and wedding venue before returning to broadcasting.

AVAILABLE FOR

- After Dinner Engagement
- Moderating and Emcee

JEFF'S SPEAKING THEMES

- Economic Trends & Global Markets
- Geopolitics
- Storytelling & Business Communication

LANGUAGES: English

Biography

Most non-Chinese journalists describe China from outside it. Jeff Moody describes it from a desk in Beijing. He is the only non-Chinese anchor hosting CGTN's flagship discussion shows and co-presents Chinese Terminology, the network's regular explainer of language, policy, and cultural concepts. For an event that needs a chair able to handle a China-related agenda without reaching for cliché, that working position matters.

The broader career is a thirty-year arc through British broadcast news. ITN in London first, then Channel Five News as a Breakfast and Entertainment presenter, BBC's Liquid News and Wish You Were Here, and ITV Meridian as Consumer Correspondent. He still reports in the UK, currently for GB News covering the South West of England. The mix means he can switch register: hard news at one end, consumer and lifestyle at the other.

There is also a non-broadcast chapter. He stepped out of the media for several years to run a hotel, restaurant, and wedding venue, and returned in 2013, the same year he wrote and directed a touring theatre production. That history sits behind the on-stage manner: someone who has run a room as an operator, not only presented from one.

For a corporate buyer, the practical case is straightforward. He chairs panels, moderates discussions, presents awards, and hosts after-dinner sessions, with the bench depth that comes from live news experience and a current vantage point inside Chinese state broadcasting that few peers can offer.

Key speaking topics

- Conference moderation and on-stage interviewing
- Awards hosting and after-dinner presenting
- China and the UK media perspective
- Brexit and international news context
- Consumer affairs
- Corporate event hosting

Ideal for

- Communications, public affairs, and external relations leads briefing audiences on China-related topics
- Conference organisers seeking a senior broadcaster to chair multi-session agendas
- Awards programmes and gala dinners requiring a polished on-stage host
- Internal leadership events that need a broadcast-grade interviewer for executive Q&A

Audience outcomes

- A conference that runs to time, with sessions threaded into a coherent narrative rather than running as isolated talks.
- Panels that produce sharper material because the chair pushes back, redirects, and follows up.
- An after-dinner or awards segment that lands tonally for a senior corporate room.
- For China-adjacent agendas, framing from a host who works daily inside the Chinese broadcasting system rather than commenting on it from outside.

Jeff Moody's Videos

