



Ashley Galina Dudarenok

The world's #1 China marketing blogger

Ashley is a serial entrepreneur, professional speaker, bestselling author, vlogger, podcaster, media contributor and female entrepreneurship spokesperson. She is the founder of several startups, including social media agency Alarice and marketing training company ChoZan.

Ashley's biography

Who is Ashley Galina Dudarenok?

Ashley is a member of Alibaba's Global Influencer Entourage, the JD's China Expert Group and works directly with a Tencent core founder to conquer Western social media. She runs the world's largest YouTube vlog about the China market, consumers and social media @AshleyTalksChina.

Ashley is the author of three international Amazon bestsellers on China "Unlocking the World's Largest E-Market: A Guide to Selling on Chinese Social Media", "Digital China: Working with Bloggers, Influencers and KOLs" and "New Retail: Born In China Going Global".

Ashley is a professional speaker and workshop facilitator. Her topics include Modern Chinese Consumers, Chinese Social Media [Marketing](#), and China's New Retail & [Technology](#). In the past 8 years, Ashley has worked with over 300 brands, helping them tap into the China market. She's been speaking professionally since 2016 and had so far spoken at over 90 events across Asia, Europe, Africa and the Middle East. She has spoken at Disney, Shangri-La, Deutsche Bundesbank, Rlichemont, Li & Fung, Hang Lung Properties, IWC, Manulife, China Marketing Summit, TEDx and others.

Ashley is a regular contributor to The Next Web, China Daily, Econsultancy and Jumpstart Magazine among others. She is regularly interviewed by Forbes, CNBC, Huffington Post, SCMP, Technode, Asia Times, Hong Kong Economic Times, Ming Pao, Jing Daily, Wen Wei Po, The Asian Entrepreneur, HK01, Macau Business Daily, Branding in Asia, etc.

She is the host of the AshleyTalks Podcast, where she interviews top thought leaders from across Asia about [entrepreneurship](#), marketing, women in business, China, tech and more.

She has given lectures at HKU Space and done talks at the China Business Centre of Hong Kong Polytechnic University and the National University of Singapore Business School. Ashley is a mentor for the Jockey Club Incubation Programme for Social Innovation and HKFYG. Ashley is fluent in Mandarin, Russian, English and German.

Ashley's talks

- **Modern Chinese Consumers**

- The differences in consumer behaviour by city tier and age group
- What do Chinese people buy and the key factors that drive their consumption
- The evolution of Chinese tourists and how they are impacting the world

- **Chinese Social Media**

- A 360° introduction to WeChat and Weibo and how brands can leverage them
- How to effectively work with Chinese key opinion leaders (KOLs) and run social media campaigns
- Emerging platforms and new ways to market in China's digital space

- **China's New Retail and Technology Development**

- The concepts behind Alibaba's 'new retail' and Tencent's boundaryless retail
- How China is shaping the future of retail globally
- A look into the booming technology sector in China; retail tech, AI, VR, IoT and blockchain

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