



## **Alan VanderMolen** **President, Asia Pacific** **Hong Kong**



Based in Hong Kong, Alan VanderMolen serves as President of Edelman's Asia Pacific region, overseeing operations in eighteen Edelman offices in 10 markets.

Since joining Edelman in 2002, VanderMolen has broadened the firm's traditional consumer marketing focus into a full-service offer lead by Corporate Reputation work, Healthcare Communications, Technology Communications and Public Affairs. VanderMolen has also overseen the development of significant proprietary intellectual capital in the areas of Stakeholder Relations, Corporate Trust, Corporate Social Responsibility and Social Media.

VanderMolen personally works on a number of Edelman clients including Hewlett-Packard, Microsoft, Starbucks and Nomura.

In his 20 years in public relations, VanderMolen has lived and worked in Washington D.C., New York, Kuala Lumpur, Singapore, Warsaw and Brussels. VanderMolen was recognized as PR WEEK'S Asia-Pacific PR Professional of the Year in 2005. He has also lead Edelman to being recognized as PR WEEK's Asia-Pacific Network of the

Year and MEDIA Magazine's top-rated PR firm in Asia Pacific.

VanderMolen is a member of the School of Communication Advisory Committee for the Hong Kong Baptist University. He has been a guest lecturer at Ohio State University, the National University of Singapore MBA program, Baptist University of Hong Kong and Mainland China's Renmin University. He appears regularly on CNN, Bloomberg and CNBC as a commentator on issues related to corporate reputation.

VanderMolen holds a Bachelor of Arts degree in journalism with a minor in Political Science from Ohio State University, USA.