



Rhea McGraw

Director, Asia Pacific Strategy

Rhea McGraw is Director of Asia Pacific Strategy for Edelman's regional team. She is responsible for managing the Firm's intellectual capital initiatives in the region. To this end, she manages Asia Pacific IP projects that provide the tools for creating, managing and enhancing relationships between the Firm's clients and their stakeholders to drive specific, positive business outcomes. She is also responsible for marketing the Firm, driving new business as well as differentiating the Edelman on a consistent, market-by-market basis.

Prior to joining the Firm's regional team, Rhea spent three years as a Director of the financial practice. She applied her extensive experience in financial communications to the task of building Edelman's regional practice and managing some key clients.

Previously Rhea was the Director of Public Relations and Investor Relations at SpeedCast Limited in Hong Kong, where she led a multinational team in directing and managing all public and investor relations initiatives for the growth of SpeedCast's satellite-enabled broadband and streaming media business strategies throughout Asia and the Middle East.

Prior to SpeedCast, Rhea was the Director Public Relations and Investor Relations at Pasifik Satelit Nusantara in Jakarta, Indonesia. In this capacity, she managed all investor and public relations activities for one of Asia's leading private communications companies, including the communications efforts for its NASDAQ listing.

Concurrently, she was the Director of Public Relations for ASIA Cellular Satellite (ACeS) in Jakarta where she developed and managed communications activities for the world's first regional mobile personal communications system. She worked together with Lockheed Martin and the Russian Space Agency for the highly publicized Garuda 1 satellite launch as well as coordinated the regional service launch.

Rhea holds a Master's degree in English from the University of London, a degree in French from Université de Paris V, Sorbonne and a Bachelor of Arts in Political Science and English from the University of British Columbia. She is fluent in English, French and Bahasa Indonesia and is a Canadian national.

