

Andrea Fenn

Digital strategy and innovation expert

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Summary

Andrea is an award-winning digital strategist and the CEO of Adiacent international business unit.

Adiacent is a global digital transformation company with offices in Italy, Mexico, US, Spain, Hong Kong and Shanghai, where Andrea is based. It is part of Sesa Group, the leading Italian digital group with over 2.9bn EUR in revenue.

He has lived 18 years in China, whose majority he spent working with the country's evolving digital landscape. Prior to Adiacent, he was a founding member of the APAC social media team at Ogilvy, a researcher of Chinese social media at Leiden University, and a journalist for CNN and China Daily.

A regular member of the Campaign Asia Digital A-List, he speaks at public events, business schools and management trainings globally. He is an Effie Asia jury member and content consultant and trainer at the Alibaba Global Ecommerce Talent program among others.

Andrea was born in Prato, Italy, is an Italian-British dual-national, and is fluent in written and spoken Mandarin Chinese. He is a Permanent Resident of China.

Work Experience

CEO – Adiacent International, Shanghai / Italy

January 2021 - Present

After the acquisition of the agency I created, Fireworks, I continue to serve as co-CEO of the International business unit of Adiacent / VAR Group overseeing offices in Shanghai, Hong Kong, Spain, Mexico and USA.

Lecturer & consultant – Various education institutions

October 2015 - Present

I teach, speak and consult about China and its digital ecosystem, innovation, e-commerce and digital marketing at a growing series of institutions and companies. Including the Global E-commerce Talent program of Alibaba Business School, Bocconi University in Milan, Politecnico di Milano in Milan, Marangoni Institute in Shenzhen, Polimoda in Florence, IED Istituto Europeo di Design in Milan.

Founder and CEO – Fireworks, Shanghai

March 2013 - December 2020

I have founded and lead China's first post-digital agency. Clients we worked with include Expo 2015, the Italian Government, Pepsico, MGM and many other.

Regional Digital Strategist – Ogilvy & Mather, Hong Kong

April 2010 - March 2013

As a founding member of the first social media marketing team, in Asia-Pacific, I planned and executed creative communication projects in Greater China, with clients ranging from Ford to LVMH to Sands.

Freelance journalist – Hong Kong, Shanghai

January 2009 - January 2011

I have been working as a freelance writer for South China Morning Post, Surface Magazine, CNN and others, covering LGBT and ethnic minorities in Hong Kong, the Chinese fashion industry, and much more.

Freelance Writer/Editorial Assistant – CNN, Hong Kong

2009 – 2010

I have worked as an editorial assistant for the news website CNNgo. Consequent to that, I have worked as a freelance writer for the website, writing articles about lifestyle in HK.

Teaching/Research Assistant – Universiteit Leiden, Leiden

February 2009 - August 2009

I assisted Modern East Asia Research Centre (MEARC) Director Prof. Axel Schneider with researches about Buddhism in Taiwan, democratization in Taiwan, political economy in Greater China.

Education

The University of Hong Kong

MJ, Journalism, Journalism, 2009 - 2010

Graduated with distinction

Leiden University

MA, Chinese Studies, Chinese Studies, 2008 - 2009

Graduated cum laude

Shandong University (Language training as part of MA)

MA, Advanced Mandarin Training, 2007 - 2008

Universität Wien (Erasmus programme)

BA, Chinese Studies, Chinese Studies, 2005 - 2006

Università degli Studi di Napoli 'L'Orientale'

Bachelor's Degree, BA - International Relations , 2004 - 2007

Graduated cum laude

Language

Italian – Mother Tongue

English – Near-native

Chinese – Fluent

German - Intermediate

Honors and Awards

Jury, EFFIE Asia Awards

2021-2024

China Digital A-List, Campaign Asia Magazine

2015-2017

HSP Huygens Scholarship for International Students, Dutch Government

2008-2009

Curzio Malaparte Journalistic Award, Province of Prato (Italy)

2005