



Eddie Wong's Biography

Eddie's illustrious advertising career of over 27 years have seen him working with the best and brightest spanning across Singapore, Taiwan, Hong Kong and China.

He is a true trailblazer and left his mark with agencies such as Ketchum, Leo Burnett, Batey Ads, D'Arcy and TBWA. In 2005, Campaign Brief Asia ranked Eddie Wong as 'China's No. 1 Hottest Creative'.

He has received nods from the likes of One Show, Clios, D&AD, Cannes, NYADC, Australian AWARD, Adfest etc.

Maybe it was written in the stars. Maybe it was his unquenchable ambition. Or maybe it was just his love for Sichuan hotpot. In 2005, Eddie 'moonlighted' as a restaurateur of the Sichuan hotpot craze. He got his fingers burnt. But he calls it 'a lesson well learned and well paid for'. Today, he calls Shanghai home, where he lives with his wife, the original Sichuan love of his life and his daughter, whom he calls his greatest creation.

Eddie is currently the Chief Creative Officer for Innocean Worldwide, China. Doing what he does best - doing the good work, building great brands, building up the network and steaming up the occasional hotpot.