

# Our leadership

## Jean Lin

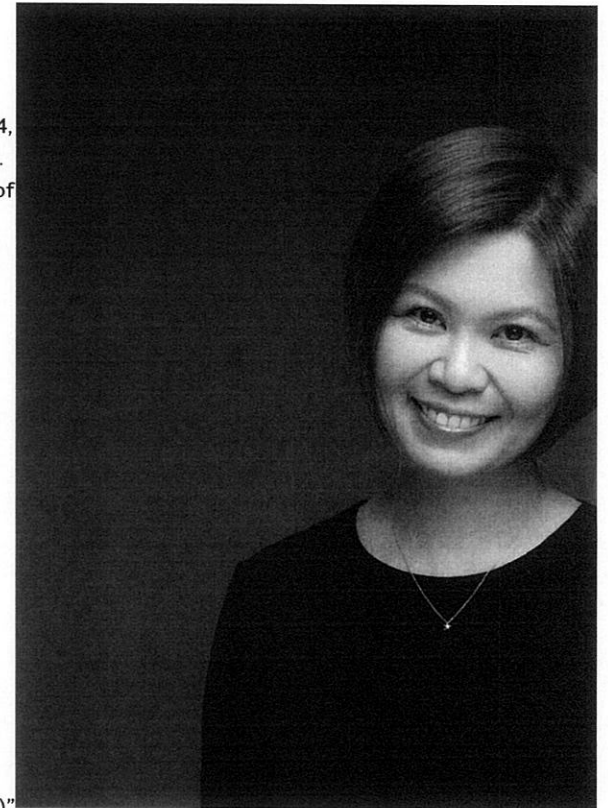
Global CEO, Creative

Jean Lin established digital agency wwwins Consulting in 1999, after departing Ogilvy. Aegis Media acquired wwwins Consulting in 2004, and the agency became Isobar's first Greater China offices and was the driving force behind Isobar's expansion in the Asia Pacific region. Promoted to Isobar Global CEO in March 2014, and then Isobar Global Chairman in March 2020, Jean is based in Shanghai to lead one of the fastest growing, full service digital agency networks in the world, with over 6,500 talented digital pioneers across 85+ locations in more than 45 markets globally. Jean has led Isobar's transformation as an agency championing a philosophy of 'Invent Make Change' to emphasise Isobar's ability to adapt and drive change, within ourselves and for our clients.

In January 2016, Jean was appointed a member of Global Executive Team at Dentsu Aegis Network, Isobar's parent company and in March 2019 Jean was elected to non-executive Chairperson of China. In November 2019 Jean was elevated to Global Chief Executive Officer Dentsu Aegis Network Creative, leading the group's creative, content, and experience agencies, including dentsumcgarrybowen, and Isobar.

Jean was named one of 30 global "Women to Watch" by Advertising Age in 2009; ranked amongst Asia Pacific's top female talent in 2010 and selected as one of the region's Top 5 CEOs by Campaign Asia Pacific in 2013. Jean was inducted into the Hall of Fame of Campaign's Digital A-List in 2015 together with Jack Ma (Alibaba), Pony Ma (Tencent), and Robin Li (Baidu). Under her leadership, Campaign Asia Pacific has awarded Digital Agency Network of the Year Isobar for six times. In 2020 research firm [Gartner, Inc.](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.gartner.com&esheet=51783720&newsitemid=20180405005395&lan=en-US&anchor=Gartner%2C+Inc.&index=2&md5=a8a3cd0f5299fe6bd58a293353036f72) placed Isobar in the Leaders quadrant in its "Magic Quadrant for Global Digital Marketing Agencies" for the sixth consecutive time and Forrester recognised Isobar as a Strong Performer in "The Forrester Wave™: Digital Experience Agencies, Q4 2019."

Jean is known for her keen interest in the progress of modern creativity, serving as Jury President for the Cannes Lions Cyber Jury in 2015 and again in June 2018 as Jury President for the Cannes Lions Digital Craft category. Jean is a frequent industry speaker on major events to champion experience-led transformation, powered by creativity.



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