**CHANGEMAKERS CONFERENCE 2026: AMBITION**
**Hong Kong | The Final Agenda**

**THE DETAILS**
**Date:** Tuesday 17 November 2026
**Time:** 2:00pm–8:00pm HKT
**Venue:** Soho House Hong Kong
**Headline Partner:** Publicis Groupe
**Supporting Partner:** Ekimetrics
**Event Page:** https://www.marketingsociety.com/event/changemakers-conference-2026-ambition-hong-kong

**ABOUT OUR THEME – AMBITION:**
An afternoon exploring **AMBITION** through the perspectives of business leaders, marketers, entrepreneurs and changemakers.

Shaped by conversations with our Hong Kong members and Board, this year's conference explores three areas: **Ambition in Business & Brand, Ambition for Hong Kong, and Ambition in Leadership & Personal Courage.**

From challenging established thinking and building brands for the future to reimagining Hong Kong's opportunities and finding the courage to pursue something different, we'll hear from leaders whose experiences invite us to think more ambitiously about what comes next.

THE MARKETING SOCIETY

**THE AGENDA**

**2:00pm** | Guest Arrival, Registration & Connections x Conversations
**2:30pm** | Welcome Address - Nellie Chan, Chair, The Marketing Society Hong Kong
**2:35pm** | Global Reflections & Welcome - Sophie Devonshire, CEO, The Marketing Society

**2:45pm | From Hong Kong to the World: The Ambition to Reimagine**
**Septime Webre**, Artistic Director, Hong Kong Ballet
*20-minute keynote*
What does it take to reimagine an established cultural institution for a new generation? Septime shares the creative decisions behind Hong Kong Ballet's transformation, its distinctive identity and its ambition to bring Hong Kong stories to audiences around the world.

**3:10pm | The Changing Rules of Brand Growth**
**Carmen Chiu**, Director, Branded Product Division, Maxim's Caterers Limited
**Tim Sedo**, Marketing Director, Asia Pacific, Deckers Brands
Moderated by **Jiunn Shih**, Global CMO, Driscoll's
*20-minute panel*
Have the rules of brand building really changed? From HOKA's rise as a global challenger to Maxim's long-standing cultural heritage, three marketing leaders explore differentiation, commercial growth and the decisions behind building brands that remain relevant. Where should leaders place their biggest bets, and what happens when ambitious ideas don't deliver?

**3:35pm | Leading Ambition as a CEO**
**Alfons Mensdorff-Pouilly**, CEO, Jebsen Group
In conversation with **Sophie Devonshire**, CEO, The Marketing Society
*20-minute fireside chat*
How do you lead an established business through changing markets while preparing it for the future? Drawing on his experience at Jebsen Group, Alfons explores the difficult decisions, risks and lessons behind business transformation, and what ambition looks like from the CEO's perspective.

**4:00pm | The Ambition to Be Creative**

**Edward Bell**, General Manager, Brand, Insights and Marketing Communications, Cathay Pacific

*10-minute spotlight keynote*

Why should creativity remain a priority when businesses face increasing pressure to deliver immediate results? Drawing on Cathay's experience, Ed explores the commercial value of creativity, the importance of championing bold ideas and what it takes to build support for creative ambition within a major organisation.

**4:10pm | Connections & Conversations Break**

*30 minutes*

An opportunity to connect with fellow members, speakers and marketing leaders over refreshments and plenty of light bites.

**4:40pm | From Tension to Ambition Energiser**

**Olivier Kuziner**, Managing Partner, APAC, Ekimetrics

*5-minute energizer / interactive session*

What is holding marketing leaders back from achieving their ambitions? Drawing on The Marketing Society's CMO Tension conversations across Asia Pacific, Ekimetrics invites the audience to reflect on the competing pressures facing senior marketers and how we might move beyond them. *Phones to be ready for this session!*

**4:50pm | Beyond the Medals: Redefining Ambition**

**Camille Cheng**, Three-time Hong Kong Olympian & IOC Mental Health Ambassador

In conversation with **Cat Nelson**, Editorial Director of Specialist Publications, South China Morning Post

*20-minute fireside chat*

What happens when the ambition you've dedicated your life to begins to change? Camille takes us behind the medals to explore the sacrifices, expectations and setbacks of elite sport, her evolving understanding of success and how she's now using her experiences to support the next generation.

**5:15pm | Hong Kong's Next Chapter: Why Innovation, Why Now?**

**Albert Wong, BBS**, Former CEO, Hong Kong Science and Technology Parks Corporation

*20-minute keynote*

From the growth of Hong Kong's innovation ecosystem to the opportunities emerging across the Greater Bay Area, Albert shares his perspective on the city's transformation and why this is a moment to be ambitious. What will it take to develop talent, support innovation and shape Hong Kong's next chapter?

**5:40pm | The Courage to Challenge Convention**

**Stephanie Tan**, Founder & CEO, NOOCI

In conversation with **Kiri Sinclair**, Founder & CEO, Sinclair

*10-minute spotlight fireside*

From growing up between Eastern and Western cultures to taking an unconventional career path, Stephanie's journey has shaped her ambition to build something different. Through NOOCI, she's reimagining traditional Chinese medicine for modern consumers, challenging established thinking while finding new ways to celebrate her cultural heritage.

**5:55pm | The Future of Ambition: Tomorrow's Marketing Leaders**

**Presented by Headline Partner Publicis Groupe**

Moderated by **Garron Chiu**, Strategy Director, Publicis Groupe

Featuring emerging marketing leaders

*20-minute panel*

Is ambition still alive for the next generation of marketing leaders? An honest conversation about career expectations, creativity and the changing opportunities within our industry. What does the next generation want from marketing, and what should today's leaders be doing differently to help them succeed?

**6:20pm | Marketing for Good: Ambition Beyond Business**

**Jo Hayes**, Chief Executive Officer, Habitat for Humanity Hong Kong

In conversation with **Hina Wainwright**, Fractional CMO, NEON Leaders

*15-minute fireside chat*

How can we use our skills, experience and influence to make a difference beyond our own businesses? Jo explores the role of marketing in addressing community needs, the opportunities for business leaders to contribute and what it means to pursue an ambition that benefits others.

**6:35pm | Closing Remarks** - Sophie Devonshire, CEO, The Marketing Society

**6:40pm | Closing Reflections** - Nellie Chan, Chair, The Marketing Society Hong Kong & Andreas Krasser, CEO, Omnicom Advertising

**6:45pm–8:00pm | Connections & Conversations Celebration**

Continue the conversations, reconnect with fellow members and speakers, and celebrate an afternoon of ambitious thinking with our Hong Kong community.

Join us for drinks, networking and a special celebration of Cathay Pacific's 80th year with Betsy Beers, as we bring our global Changemakers Conference series to a close.

***For questions about the agenda or the day:***

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