
ASHLEY DUDARENOK

LONDON
SPEAKER
BUREAU

- Entrepreneur
- China Digital Expert
- Vlogger
- 3 Time Amazon Bestselling Author



Ashley Dudarenok is a China digital expert, serial entrepreneur, global keynote speaker, 3-time bestselling author, vlogger, media contributor and female leadership spokesperson. She's a LinkedIn Top Voice in Marketing with 72,000 followers, a Holmes Report Asia-Pacific Top 25 Innovator, one of Adello magazine's Top 20 Visionaries of the Media and Technology Industry, and was recently hailed as a "digital marketing and China trend guru" by Thinkers50.

Ashley's the founder of a China-focused digital marketing agency Alarice and China trend watching and insights company ChoZan 超赞. Ashley is also an active supporter of women in leadership and business and is the creator of the FIRE self-development program.

Topics

- China
- Digital
- Finance
- Women

A top marketing influencer, she's amassed 72,000 followers on LinkedIn and 23,000 on Instagram. She has a strong network of China watchers with 15,000 subscribers to her bi-weekly China newsletter. She runs a popular YouTube vlog about the Chinese consumers, new retail ecosystems, digital marketing and tech.

Ashley Dudarenok is a regular contributor to TechNode, The Next Web and the SCMP and has been interviewed by BBC, Forbes, CNBC and Bloomberg among others. Ashley is a member of Alibaba's Global Influencer Entourage since 2017, part of JD's Global China Experts Group since 2018, and has worked directly with a Tencent co-founder to conquer Western social media.

As an author, she's had three international Amazon bestsellers: 'Unlocking the World's Largest E-Market', 'Digital China: Working with Bloggers, Influencers and KOLs' and 'New Retail: Born in China Going Global'.

Ashley is also a global keynote speaker. Her topics include modern Chinese consumers, China's new retail ecosystems and technology, China's travel retail and digital marketing as well as other 'digital + China' related topics. Since 2016, she's spoken at over 270 events across the globe and has trained senior leaders from the world's largest brands, such as Coca Cola, Disney, BMW, P&G, Richemont, Shiseido, Nestlé, Colgate Palmolive, HSBC, Crocs, Bank of America and others. Her expertise lies in delivering the latest and most actionable insights with high energy and clarity.