



Eric Chang
Managing Director
OgilvyOne & Neo@Ogilvy Worldwide, Taipei

Eric has focus his career development on one-to-one communication, digital marketing and relationship marketing over 25 years.

He joined OgilvyOne in 1996 as Group Account Director. During the years, he has acquired a keen understanding of CRM which has helped him integrate it with marketing, direct marketing & digital marketing as an approaching tool for business development, digital and eCRM consulting service to his clients. His clients have included finance, transportation, FMCG, Hi-tech, Auto and communication industries. He is Managing Director of OgilvyOne and Neo@Ogilvy at present.

Eric received his master degree from the University of Wisconsin in Madison in 1991. He is also teaching at ChengChih Fugen University and Shih Hsin University in Taiwan.