



Jenkin Ho
Marketing Communications Director
Hong Kong Disneyland Resort

Jenkin Ho, Marketing Communications Director of Hong Kong Disneyland Resort, is responsible for marketing communications for all consumer touch points of the brand, including above and below-the-line advertising, digital media, trade, and in-park communications in Hong Kong, China and our regional markets.

Jenkin joined Hong Kong Disneyland Resort in 2007. As a founding member of the in-house marketing communications unit called Integrated Marketing Communications, Jenkin has dedicated himself to building strategic marketing communication platforms through different creative solutions in both traditional and contemporary digital arena. His expertise and commitment has led the brand to significant business growth in recent years. On numerous occasions he has been inspirational in contributing to winning various renowned creative and media awards in the industry, including Marketing Magazine's Marketing Excellence Award, Kam Fan, and MobEx.

Prior to joining Hong Kong Disneyland, Jenkin has had over 10 years of agency experience at Ogilvy Advertising in Hong Kong and China, where he led the account team for various local and regional brands that ranged widely from the hotel and hospitality industry, to luxury jewelry, properties, FMCG, beverages, IT/telecommunications, and Quick Service Restaurants. He was also awarded as one of the Top 10 Asia's Account Stars in 2004 by Media Magazine.