



Mark Fong
Deputy General Manager &
Head, Branding & Strategic Marketing
City Developments Limited

After winning Best Young Copywriter with just 10 months of work in 1989, Mark rose to become Creative Director on Singapore Tourist Promotion Board, Lexus, Citibank, Ikea, Mercedes-Benz as well as Planning and Account Management Lead on SingTel, Starhub, M1 and OCBC.

At the age of 40, he achieved a rare distinction of being the first and only Singaporean to helm the legendary Batey Ads as its Chief Executive Officer.

After 22 years in advertising- chalking up hundreds of local and global awards for creativity and effectiveness, Mark made a career detour in 2011 to become the Deputy General Manager-Branding & Strategic Marketing Head for City Developments Limited.