



Patrick Xu

CEO

GroupM China

WPP China

Patrick was appointed CEO, GroupM China, in 2014, responsible for the strategic development, operations and continued growth of GroupM and its media agencies in China.

Patrick was also appointed as CEO of WPP China, with effect from May 2017. In his new role, he will work on aligning WPP companies and resources; identifying new business opportunities and supporting the Group's ongoing horizontality and talent capital efforts for the benefit of clients, both local and global.

Patrick brings more than twenty years of extensive sales, commercial and general management experience and skills to GroupM. The majority of his career has been based in China with periods also in the USA and for last three years in Hong Kong. Prior to joining GroupM, he was General Manager, Hong Kong, Singapore, and Taiwan at Mondelez International. Patrick started his commercial career at Procter & Gamble in 1992, joined Danone China in 2000 which was later acquired by Kraft Foods in 2008.

Patrick has a proven track record in identifying market opportunities, driving and accelerating business growth and setting long term growth strategy. In his past general management role, he had expanded the corporate business capabilities considerably both in revenue and market share with strategic vision and strong market insight.

Patrick has a bachelor's degree in Science from Shanghai Jiao Tong University and an EMBA degree from Singapore Management University.

Patrick is based in Shanghai.