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Professional Profile

- Reynolds Chair Professor in Business Journalism at Arizona State University's Walter Cronkite School of Journalism and Mass Communication
- Director of the Donald W. Reynolds National Center for Business Journalism
- Served as Director of the Bachelor of Journalism programme at The University of Hong Kong for more than 10 years
- Founded and run Backslash Media Ltd., an independent Hong Kong-based media consulting firm that provides media training and other services for multinational clients
- More than a decade of professional experience as a journalist in the U.S. and Asia, spanning various roles from correspondent to bureau chief to managing editor
- Extensive experience in training journalists in a professional setting
- Developed professional training courses for financial journalists on covering markets, corporate events, and other topics
- Experience as a public-relations professional for one of the world's leading strategy consulting firms

Education

- **Ph.D.**, The University of Hong Kong, Hong Kong, 2016
 - *Dissertation*: Fallacious Framing: How "Noise" Is Introduced into Financial Market News.
- **M.S. in Journalism**, Columbia University, New York, 1995.
 - *Master's Project*: Unlikely Exiles: How Japanese Women Are Finding Career Freedom Overseas.
- **B.A. with Honors in Asian Studies**, Colgate University, New York, 1989.
 - *Honors Thesis*: The Literary World in Meiji Japan: Censor & Protector.
 - Minor concentration in Theater Studies.

Academic/Teaching Experience

Arizona State University

Walter Cronkite School of Journalism and Mass Communication

Donald W. Reynolds Endowed Chair Professor (Phoenix : Aug. 2021–Present)

- Oversee the business journalism curriculum at Arizona State University’s Cronkite School
- Teach advanced undergraduate and postgraduate courses in business journalism
- Member of the Cronkite School’s Executive Committee

Donald W. Reynolds National Center for Business Journalism

Director (Phoenix : Aug. 2021–Present)

- Head of the Reynolds Center, which has trained more than 30,000 journalists and educators since it was established in 2003 with the goal of improving the quality of media coverage of business and the economy
- Develop and conduct training programs for journalists in business & economic topics
- Implementing a new strategic plan to re-launch the Center as a global hub for information and training in business journalism

The University of Hong Kong

Director, Bachelor of Journalism programme (Hong Kong : Sep. 2011-July 2021)

Associate Professor of Practice (Hong Kong : Aug. 2014-July 2021)

Lecturer (Hong Kong : Mar. 2010-Aug. 2014)

Honorary Lecturer (Hong Kong : Aug. 2008-Mar. 2010)

- Developed and taught five undergraduate courses at The University of Hong Kong’s Journalism & Media Studies Centre: “News Reporting & Writing - I,” “News Reporting & Writing - II,” “Principles of Journalism & the News Media (non-majors),” “Fundamentals of Business & Financial Journalism,” and “Economics for Journalists.”
- Directed the Bachelor of Journalism programme at the JMSC.
- Served as undergraduate admissions tutor at the JMSC.
- Member of the Faculty Board of the Faculty of Social Sciences.
- Chief Examiner, Board of Examiners for the Faculty of Social Sciences.
- Helped develop and taught three postgraduate courses in Business & Financial Journalism: “Interpreting and Using Business Journalism in a Global Era,” “Global Financial Journalism,” and “Global Economic Journalism”

Baptist University of Hong Kong

Adjunct Lecturer (Hong Kong : Sep. 2008-Dec. 2008)

- Taught course entitled “Current Issues & Case Studies in International Journalism” for the university’s Master’s Degree program.

Non-Academic/Professional Experience

Backslash Media Ltd.

Managing Director (Hong Kong : Apr. 2008-June 2021)

- Founded start-up company in Hong Kong to provide media training, media production and consulting services for multinational clients including Bank of America-Merrill Lynch, JPMorgan Chase, Agence France-Presse and The Economist Group.

Bain & Company

Associate Director, Public Relations (Hong Kong : Jun. 2007-Apr. 2008)

- Responsible for leading and implementing the public relations strategy in Asia for one of the world's top business consulting firms.
- Assisted in the media-training program for the firm's key spokespeople.
- Supported local marketing staff in Asia in developing coordinated media campaigns, assessing speaking opportunities, and crisis management.
- Wrote and distributed press releases on new research findings and personnel announcements.

Dow Jones Newswires/The Wall Street Journal

Managing Editor, Equities, Asia-Pacific (Hong Kong : Nov. 2006-May 2007)

News Editor, Equities, Asia-Pacific (Singapore/Hong Kong : Oct. 2000-Nov. 2006)

- Directed the regional equities and corporate news coverage produced by a team of more than 100 reporters and read by more than a million subscribers to Dow Jones Newswires and The Wall Street Journal around the world.
- Conducted intensive training sessions on corporate news coverage for new hires and experienced journalists six to eight times per year, based on a curriculum I developed independently.
- Conducted a training program in 2006 for news executives at mainland Chinese publications on journalistic practice, ethics and management issues.
- Key participant in Dow Jones' management training program in Asia.
- Worked with the sales team to retain major subscriber accounts.
- Designed a series of automation programs that streamlined publication of routine corporate earnings announcements and other disclosure news, increasing Dow Jones' regional competitiveness and freeing up staff to work on value-added content.

Dow Jones Newswires

Hong Kong Bureau Chief (Hong Kong : Jul. 1999-Oct. 2000)

- Directed Dow Jones' news coverage of Hong Kong financial markets, government policy and corporations.
- Managed a team of 11 reporters, including local hires and expatriates.
- Helped oversee the introduction in Asia of "Dow Jones Equities Market Talk," which debuted in Hong Kong and has since become one of Dow Jones' most profitable news products in the region.
- Appeared as a commentator on CNBC Asia and local Hong Kong broadcaster TVB.

Dow Jones Newswires

Senior Correspondent (Hong Kong : May 1998-Jul. 1999)

- Wrote a weekly column on trends in the regional debt market for Dow Jones Newswires and The Asian Wall Street Journal.
- Covered the August 1998 attack on the Hong Kong dollar peg, and the government's response.
- Broke news of several major bond issues.

International Financing Review

Correspondent (Hong Kong : May 1997-May 1998)

- Spoke weekly with dozens of key bankers responsible for the origination of syndicated loans and bonds in Greater China and Southeast Asia.
- Developed database used by a team of reporters to track the progress of hundreds of syndicated loans and bond issues in Asia.
- Gained a thorough understanding of debt markets.

AP-Dow Jones News Service

Correspondent (Tokyo : May 1996-Apr. 1997)

- Interviewed more than a dozen top executives of major Japanese companies, including Taizo Nishimuro (then Toshiba's chief executive and now president of the Tokyo Stock Exchange).
- Covered Prime Minister Ryutaro Hashimoto, as well as regular press briefings by the finance minister and the head of the Economic Planning Agency (EPA).
- Accredited reporter at the Japanese Diet (parliament).
- Member of the *kisha-kurabu* (accredited reporters association) for the Finance Ministry, EPA and telecom industry.

The Wall Street Journal

Tokyo Correspondent (Tokyo : May 1995-Apr. 1996)

- Served as an intern in The Wall Street Journal's Tokyo bureau.
- Had several front-page stories in The Asian Wall Street Journal.
- Reported on technology & marketing.

Life-Ways Information Institute Ltd.

Manager, International Marketing (Tokyo : Jul. 1992-Aug. 1994)

- Helped produce a marketing plan for the introduction of Washington apples into Japan.
- Won open-bidding contract to produce consumer-marketing materials and conduct press conferences on food-safety issues for the U.S. Department of Agriculture.
- Wrote reports for U.S. agriculture officials in Japan that were used to help formulate policy decisions.
- Conducted marketing activities and media relations for the U.S. Potato Board, the U.S. Meat Export Federation and other agriculture trade organizations.

Jomo Create K.K.

Deputy Editor, The Gunma Commerce Journal (Gunma, Japan : Jul. 1991-Jul. 1992)

- Worked as the first (and only) non-Japanese employee of a 150-employee company in a mid-sized Japanese city northwest of Tokyo.
- Helped produce a monthly Japanese-language newspaper with a circulation of approximately 40,000.
- Conducted interviews in Japanese.
- Wrote a monthly column in Japanese.
- Delivered speeches to local business groups.

Japan Exchange & Teaching Program

Assistant English Teacher (Gunma, Japan : Jul. 1989-Jul. 1991)

- Taught English in 20 rural Japanese junior high schools, ranging in size from 13 students to over 1,000 students.
- Developed an original series of game-based exercises for use in English classrooms that drilled students on conversational English.

- Conducted several training sessions and demonstration lessons for other members of the program.
- Was elected district leader of the Association for Japan Exchange & Teaching, the sole representative body for program participants.

Professional Honors & Awards

- Head of Judges, Society of Publishers in Asia (SOPA) Annual Awards, 2014-Present
- Judge, Society of Publishers in Asia (SOPA) Annual Awards, 2007-2012.
- Governor, Foreign Correspondents' Club of Hong Kong, 2007.
(Correspondent Member since 1997)

Additional Information

- Fluent in spoken Japanese, proficient in written Japanese.
- Learning Mandarin.