



Charlene Ree (吕香凝)

- **公司及职务:** EternityX力恒信息科技有限公司创始人&CEO
- **参选类别:** 年度数字营销创新力人物

个人工作经历及过往成就

- Charlene Ree是EternityX 力恒的创始人兼首席执行官。EternityX力恒是一家实战型人工智能营销技术平台。成立于2018年，EternityX力恒专注于提供全面的跨境综合营销解决方案，帮助营销人员在中国分散的市场和复杂的数字环境中有效地与富裕的中国消费者建立联系并实现转化。Charlene在推动EternityX力恒的产品创新方面发挥着关键作用，利用人工智能和尖端技术实现最佳效果。EternityX力恒已获得500多个享有盛誉的全球品牌的信任，并实现了至少30-100%的绩效提升。
- Charlene在数字广告领域拥有20年的经验，曾在香港和纽约的多家国际数字媒体公司（如雅虎、IPG和阳狮集团）任职。2009年，她创立了Httpool Asia，该公司是领先的跨渠道广告网络和数字营销服务提供商。在她的领导下，Httpool连续三年实现了50%的年度增长，并每年完成超过1500个数字营销活动，为200多个品牌（包括香港旅游发展局、华尔街日报和连卡佛）提供服务，Httpool于2017年被索尼收购。

在Charlene的领导下,EternityX力恒在数字营销领域展现出高度的活跃度、持续的创新精神和快速的成长势头。

- **技术和产品方面:** 公司自主研发了全新的程序化广告投放管理系统,实现了在数据获取、业务支撑和决策效率等多个维度的大幅提升与升级,为客户的精准营销提供了决定性支持。同时,公司获得了十五项计算机软件著作权,发布了ID Space等新产品,并**成为小红书、爱奇艺、支付宝的营销代理商**。
- **经营情况方面:** ,EternityX力恒实现了强劲的增长动能。2022年,随着业务范围的拓展,公司团队规模实现了一倍速扩张。2023财年,凭借在关键区域不断深耕,**公司全年营业收入同比大幅增长超过74.4%**,为历来最佳业绩。
- **市场扩展方面:** 在Charlene的战略决策下, EternityX力恒积极拓展了中东等新兴高增长性区域,目前已建立 **80多个全球代理销售合作伙伴**的全球网络。



行业洞察领导力

Charlene在中国市场营销方面的思想领导力获得了认可，并为品牌提供了有价值的中国市场洞察，带领 EternityX力恒发布了多个与行业相关的白皮书，提供了有价值的洞察、研究发现和最佳实践，为企业在数字营销领域提供了宝贵的资源和指导。



《2024中国居民出境游趋势前瞻》



《中国侨民在北美和英国市场的消费和投资模式》

权威认可

Charlene的思想领导力和专业知识得到了行业认可，受邀在行业会议和活动中发表演讲，向不同的受众传递公司的信息、专业知识和个人经验.



Charlene受邀做客中央电视台《信用中国》



JesNetwork Semina



ITB China



Campaign China summit

媒体报道

Charlene曾在国际媒体如**彭博社**、**日经新闻**、**南华早报**、**央视等媒体**中亮相，分享营销方法论及解决方案等方面内容。

日本经济新闻

China also guides shopping from "social" SNS to consumer behavior
Eternity X CEO Charlene Lee

March 8, 2021 0:00 (Paid member-only articles)

An article limited to paid members was presented by Mr. Yuji Kihara, a member of Nikkei Electronic Edition Pro. [What is Nikkei Electronic Edition Pro?](#)

[Hong Kong = Yuji Kihara] There is growing interest in the Chinese consumer market, which has suppressed the new coronavirus ahead of other countries. We asked Charlene Lee, CEO of Eternity X, who is based in Hong Kong and is involved in marketing support in China using big data, about the latest trends.

--The Chinese consumer market is recovering.

"China's consumer spending showed a clear recovery in the October-December period of 2020, and sales on online shopping sale and Singles' Day (November 11) were also strong. The same trend can be seen on our platform. The purchasing power of the wealthy has increased, and the number of users (about 160,000 yen) or more per month is 2019."



Charlene Lee by Louis Vuitton, Necklace by Cartier, jacket by St. John

How did EternityX come about and who is its USP?
EternityX was launched towards the end of 2018 as a marketing technology company that focuses on utilizing big data to empower companies and brands to precisely connect with (and convert) their

CHINA DAILY

Home / China / CRNA focus
All on home turf

By Luo Wenling | chinadaily.com.cn | Updated: 2021-05-14 15:37



d of smarter, leaner, and more innovative Chinese mainland labels is driving a brand revolution in the country. Luo Wenling reports from Hong Kong.

stant, Nike, Adidas and Uniqlo — some of the biggest Western and Asian names in fashion clothing and footwear — have found themselves in hot water on mainland for making groundless claims about labor conditions in Xinjiang Uyghur region and refusing to source products or yarn from the territory. popers and celebrities have stood their ground, respectively vowing to boycott these never ties with them.

is electric auto giant Tesla was accused of being "arrogant" in China following a customer who complained about a Tesla vehicle's alleged brake failure during the no show. Some argue that previous Chinese consumer outrage, including boycotts made like Dolce & Gabbana, Christian Dior and Burberry, hasn't had the it. The consumer backlash comes at a delicate time as foreign labels face mounting as a new breed of Chinese peers who are smarter, leaner, more innovative and r with the whims and habits of the domestic market.

story adds a footnote to the local guochao trend," said Zhu Lei, a 29-year-old Zhou province. "It isn't about whether foreign brands will eventually lose out in bout getting more local consumers to accept homegrown products."

ETERNITYX 在全球引领小红书营销潮流 专业和认知受全球主流媒体的广泛认可

MARKETING-INTERACTIVE

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More HongKongers turning to Xiaohongshu: How can local brands best capitalise on the trend?

Published 01 June 2023
Author Karen Wong

Marketing-Interactive 2023年6月1日报道

"For marketers, the app offers a new opportunity as it seems to be the place there much of the current traction is happening."

Agreeing with Hau was Eternity X's Ree, who said Hong Kong consumers have had their shopping behaviour greatly impacted by KOLs and KOCs on Xiaohongshu. "A comprehensive social seeding programme with Xiaohongshu KOLs and KOCs can cultivate very positive word-of-mouth marketing...Given the UGC nature of the app, Xiaohongshu is particularly well-suited for influencer marketing," she added.

Furthermore, Ree believed that local brands should consider investing more in the Xiaohongshu marketing ecosystem, given that their users have already immersed themselves in the "Read, Like, Buy" action mindset, which can help brands shorten the purchase process. "With the right strategy and proposition, the app can be an ideal platform for Hong Kong brands that lack an online presence in China and wish to connect with a vibrant community of local and overseas Chinese shoppers," she added.

有关于小红书的专业评论曾被国际媒体Marketing Interctive 报道

新兴平台推广，加强跨境交流

Charlene带领团队，在香港、澳门地区、新加坡等地区介绍国内新兴平台玩法，如携程和小红书平台的最新广告解决方案和多样化玩法，分享创新解决方案和跨境营销专业知识。



小红书新加坡研讨会



携程香港研讨会

为业界贡献力量，参与行业活动与奖项评审

Charlene还担任**Effie奖**、**IAB奖**以及中国领先的行业奖项**Morketing奖**和**Top Mobile奖**的评委，分享她的专业知识并为该行业的顶级品牌提供有价值的反馈。



积极践行社会企业责任，重视青年及人才培养

- 提倡每名员工每个季度均考取行业证书，每月提供最少两个培训工作坊给全体员工参加，亦鼓励年轻团队在外面多参与活动或进行演讲
- 提拔优秀的年轻人成为公司管理层，积极推动平权，关注女性职场发展





华扬联众总经理——Serina Tsou

作为广告与营销行业的标志性人物，Charlene具有卓越的专业知识、市场实践、理性规划以及行动能力，在过去多年成功地帮助了多家品牌方完成了市场的成功营销。她是跨境营销行业的倡导者和践行者。用自己独特思辨的视角，洞察行业的发展与变化，并积极与业界同仁进行多元交流，成为客户的商业纽带型伙伴。



Marketing CEO ——曾巧

在数字营销急速发展的时代，广告主对数字营销越来越加以重视。Charlene凭借独特的沟通、协调与组织才华，带领团队，致力于创新技术的发展，使得EternityX在数字领域不论是在战略上还是技术上都站在了业界前沿，Charlene的国际视野和做事的大局观，都令人如沐春风。



EternityX研发总经理——谭荣棉

Charlene 为中国和全球其他地区的众多客户实施了多项成功的市场推广，并深受客户的认可。从最早的互联网门户网站广告营销，到近代的程序化精准广告营销，现如今的AI人工智能和大数据的智能营销，她始终满怀激情活跃于数字营销创新的一线，借助AI营销技术平台，赋能品牌，并与客户建立真正的联系，为企业带来终身品牌价值和收益。