

HONG KONG, CHINA-- [Media OutReach](#) -- 27 May, 2014 -- [The South China Morning Post](#) (SEHK: 583) is pleased to announce the promotion of Romanus Ng as General Manager, Advertising & Marketing Solutions, reporting directly to Elsie Cheung, SCMP Group Chief Operating Officer.



Mr. Romanus Ng, SCMP's General Manager, Advertising & Marketing Solutions

Romanus Ng will take the helm of the South China Morning Post's largest revenue centre, and lead a diverse team of over 100 media professionals in Hong Kong, Beijing, Shanghai, Guangzhou and Singapore. His remit will cover Print and Digital advertising sales, the growing Marketing Solutions business that develops custom campaigns and events for SCMP's advertisers, SCMP Outdoor Media, and the Specialist Publications unit, which produces globally acclaimed titles including STYLE, Destination Macau and Good Eating.

Mr. Ng first joined the SCMP Group in 2007 as Senior Sales Manager in the Classified Advertising Department, and was later promoted and transferred to the Display Advertising Department as Assistant Director. There his track record earned him further promotion to the position of Head of Sales and Deputy Director of the department. Prior to his current promotion, he was instrumental in the ideation and development of numerous successful new products, and played a pivotal role in developing new business strategies across the SCMP's full suite of products.

"The SCMP Group places a high priority in people and organizational development, and over the past years, has invested heavily in growing and building the skills and expertise of our homegrown talents. Romanus has built an enviable track record of consistent delivery and sales leadership, and we are delighted to announce his promotion to General Manager, Advertising and Marketing Solutions", noted Ms. Elsie Cheung, COO of SCMP Group.

"In today's complex media environment, it is important to possess the ability to bring diverse skills and views together to solve our advertisers' marketing needs, and we are confident that

Written by Australian Business

Romanus will continue to help us raise the bar for the company as we look to grow beyond the borders of Hong Kong", continued Ms. Cheung.

"I am delighted to be part of the SCMP's leadership team, and keenly look forward to working closely with other department heads to navigate our core newsprint business and green shoot areas of growth to the next phase of growth", said Mr. Romanus Ng.

He continues, "having played an integral role in the SCMP's important and historic transitional milestones over the past few years, including the repositioning of the South China Morning Post, SCMP.com's landmark migration from a hard paywall to a metered model, and the evolution of our print products across mobile and tablet devices, I am confident that the Group will continue to be a strong player in the new media environment".

Image

Mr. Romanus Ng, SCMP's General Manager, Advertising & Marketing Solutions

<http://release.media-outreach.com/i/Download/1811>

Company Logo

<http://release.media-outreach.com/i/Download/1596>

About SCMP Group Ltd

and South China Morning Post

SCMP Group Limited (SEHK: 583) is a leading newspaper and magazine publisher in Asia. Its flagship publication, South China Morning Post, is Hong Kong's internationally recognised English language newspaper and has the city's most affluent and influential readership.

First published in 1903, the newspaper has developed an enviable reputation for authoritative, influential and independent reporting on Hong Kong, China and the rest of Asia. Available in print, mobile, tablets and online through scmp.com and e-reader editions, South China Morning Post reaches a global audience with daily breaking news, analysis and opinion, multimedia articles and interactive forums. The South China Morning Post received 65 awards in 2013 for excellence in editorial, marketing and technical capability. Other titles in the Group include the Sunday Morning Post, Nanzao.com (南早.com), Nanzaozhinan.com (南早知南.com), STYLE, Destination Macau, The PEAK, HK Magazine, The List, Where Hong Kong, and Where Chinese.

Through the joint venture partnership with Hearst, SCMP Hearst publishes the Chinese editions of Cosmopolitan, CosmoGirl!, CosmoBride, Harper's BAZAAR, Harper's BAZAAR Art, Harper's BAZAAR Bride, Esquire, ELLE, ELLE Men, ELLE Wedding, ELLE Décoration, and ELLE

Written by Australian Business

Accessories in Hong Kong.