

JASMINE TSANG

Group COO, CMRS Group
Managing Partner, CruiSo Digital Solutions Limited

Jasmine Tsang is the Group COO of CMRS Group and Co-founder of CruiSo Digital Solutions Limited, specializing on digital marketing solutions in Greater Bay Area, which covers the services from communications to channel outreach, aiming at unlocking the opportunities for brands in HK with Mainland Chinese consumers.

For more than a decade, Jasmine had been in the communications planning industry in Hong Kong. She had worked in different international agencies, including GroupM and DAN Group with focus on channel planning, business development, strategic consulting as well as helping agencies to develop digital capabilities.

In addition to media planning, Jasmine is experienced in talent training, for both agencies and industry organizations. She has been the mentor of CityU MBA program in past 4 years. Jasmine is also the committee member of Hong Kong Association of Interactive Marketing, aiming at driving the success and enabling the continuity of the professional development of the industry.

