

Yang Xilun, President of CEO Brand Management Co., Ltd, Chief Architect of CEO Brand Assets Management Institute

2003-2004, took the Manager Development Course of Peter F.Drucker Academy (DA);

1980-1984, Bachelor of Renmin University of China;

He is the initiator in carrying out research on “Olympic Brand” as the benchmark of global brand management and the practitioner of promoting production management to brand management. As a brand-first exobrain, he helped entrepreneurs grasp the opportunity of brand development and solve key problems of brand strategy and decision. With cross-border thinking, he innovated brand management model and successfully carried out many creative brand solutions.