



# MENG LIAN

📍 Singapore  
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🛂 Dependent Pass holder  
(require EP support)

## PREFERENCE

- Public Relations & Communications
- Marketing Communications
- Sustainability & ESG
- Corporate Affairs
- Brand Experience & Activation

## PROFILE

- **17 years'** experience at **multinational companies** and **agency**, predominantly in **AgFood, Chemical, Luxury Automobile, Consumer Tech, and Telecom**
- **6 years'** experience **leading communication function**
- Experienced in **working with senior executives** and **international teams**
- **1-year APAC project experience** (change communications for company integration in 2018)
- Built communications foundation with **Burson Cohn Wolfe** (former Burson-Marsteller)
- **MSc.** in Advanced Marketing Management
- Hands-on, can-do, self-starter with business acumen
- Native in **Mandarin** and proficient in **English**

## ACHIEVEMENTS

- Launched the first-ever [sustainability landmark event](#) and [whitepaper on Regenerative Ag](#) in China
- **APAC campaigns and communications** for Bayer-Monsanto Integration
- Formed a team of 5, launched corporate and industry social accounts, and improved **brand perception score** by 70% among Chinese societal audience (2018 vs. 2015)
- **Mitigated negative publicity** by publishing "[The Science behind GMO](#)" brochure under government press
- **From defensive to offensive** campaign of [flying UK environment activist to tour China with minds changed on GM food](#) to improve public acceptance

## EXPERIENCES

**8/2019-10/2023**      **Communications Business Partner for Crop Science Division in China**  
**Beijing**                      **Bayer**

Steered the company's **overall communications direction** to raise recognition of Bayer Crop Science's **sustainability** and **innovation** leading position, providing communications advisory to the business leadership team

### Strategic communications

- **APAC change communications strategy:** Steered Bayer-Monsanto integration in APAC (Singapore and 10+ countries) via incl. Day 1 townhalls, leadership country roadshows, employee engagement, external stakeholder communications guideline (2018)
- **Content hub & editorial calendar:** Developed content framework for key in-and-external stakeholders, incl. company announcements ([quarter financials](#)), commercial events ([strategic partnership](#)), trade fairs ([China International Import Exhibition](#))
- **License-to-Operate:** Equipped spokespersons with communications toolkits and free pitched [TV interview \(state-run broadcaster\)](#) of 5 mio views at China Seed National Congress (2021)
- **Omni media channel:** Managed 60+ core media, 5 corporate social media accounts with 300k followers, 1 company website, 2 internal channels in China (2019-2023)
- **Issue mitigation:** zero negative media news regarding phytotoxicity local case (2020-2022); spokesperson workshop against public hearing (2022); issue response against advisement misuse (2020)
- **CRM and customer experience:** joint program experience with MarCom on digital platform user acquisition by raising 15% user base (2019-2022)

### Internal communications

- Business Transformation communications advisory to leadership: **Sales region roadshow** (customer visits, distributor meetings, strategic channel partner summit, media roundtables); **Breakfast series** with Country Division Head; "Ask Us Anything" **Leadership Dialogues** (2020-2022)
- **Message from Country Division Head to mass employees:** quarterly email letters and feature newsletter series content creation (2020-2023)
- Steered **Quarterly Greater China townhalls** in agenda setting, speaker alignment, visual aids, meeting system, moderating, track and monitor, recap posting, and fresh report (2020-2023)
- Propel cultural transformation with **HR** and **commercial teams** by improving **Employee Survey engagement** level score 0.1 up YoY (2021-2023)

### External communications

- **Data-driven sustainability campaigns:** Initiated a [demo farm](#) opening and launched [China's first whitepaper on Regenerative Ag](#) with 15 media hits, 2 mio livestream traffic, 8 mio social media views, and 3 executive ([global](#) & [APAC](#)) LinkedIn posts (2023)
- Elevated **executive profiling** and crafted **digital content** on [social media content asset](#) of 5 short video clips, gaining 1 mio views (2020)
- Ensured **constant join-up to global campaigns:** [NYC-based Chinese media](#) in-person attendance of Innovation Summit with global executive interviews; China farmers outreach for "Farmer Voice Survey" and [executive interview piece](#) (2023)
- Drove **public acceptance** of GMOs and grew up **advocacy community** through sponsorship of [China GMO Scientific Literacy Public Contest](#) (2018-2020)

**2014-2019** Corporate Engagement Lead, China  
Beijing Planning & Content Manager  
Monsanto

Led integrated communications campaigns, which included media strategies, brand-building initiatives, narrative development, and thought leadership activities

- **Improved Brand perception: 70% up** among Chinese societal audience (2018 vs. 2015, viewed as a brand “willing to communicate” and “socially responsible”)
- **Content creation and digital channels:** enhanced public science literacy on critical industry topics by launching [social media accounts](#) and directing influencer activities (2016-2018: reached 40 mio audiences, engaged 9 mio times, 500K social media subscribers, attracted average views of 10K/post, gained <20% negative results on page 1 on search engine with SEO/SEM)
- **Initiated Food & Nutrition CSR program with government think tank:** joined National Development and Reform Commission (NDRC) “Village Early Education Center” by providing rural kindergarten modern kitchen equipment to preschool kids (Guizhou, 2017 & 2018)
- **Enhanced global executive visibility:** shaped political environment (CEO at China Development Forum 2017; COO Reception Dinner 2017; CTO at World Life Science Congress 2016)
- **Countered issues:** launched a science publication “[The Science behind GMO](#)” by the Press of China Ministry of Ag (2016); rolled out a PR campaign [flying environment activist to tour China with mind changed on GM food](#) (2017); strategically participated in govert. internal publication of “GMO social impact research” (by state-run Xinhua News Agency, 2016)

**2009-2014** Senior Specialist of Public Affairs  
Beijing and Corporate Communications  
Novozymes China

Raised company profile in China and positioned it as an industry thought leader in chemical engineering

- **Media relations:** Built and maintained strong media relationships and proactively pitched stories and releases to secure media coverage
- **Executive communications support:** provided strategic advisory to senior management and created press materials, media briefings, bylines, and related collaterals for spokespersons
- **Communication collaterals:** prepared presentation decks, factsheets, press releases, web material, financial announcements, video clips, infographics, etc.
- **Industry and stakeholder partnership support:** outreach to EUCCC, DCCC, AmCham, CBCSD, ECFIC, CPCIF, WEF, and WWF to advocate company position
- **Policy advocacy:** job shadowed for EPA RFS, USDA Farm Bill, DOE funding) to track policy and advocate company interest in renewable biofuels in the US (Washington DC, 2013)
- Some highlighted campaigns actively engaged:
  1. Queen of Denmark’s State Visit to China and business delegation at China Development Forum (2014)
  2. “World Stage Leadership” global media podium (2013)
  3. Capital Market Day IR support (2012)
  4. Sino-US Advanced Biofuels Forum & MoU by COFCO-Sinopec-Novozymes (2010)
  5. Featured “Green China” sustainability initiative (2008-2012) with Danish Embassy

**2005-2009** Senior Associate, Associate,  
Beijing Client Executive  
Burson Cohn & Wolfe  
(former Burson-Marsteller)

Accountable for key client consulting (~800k USD/yr retainer) to boost the client's brand, products, and key media initiatives

- **Led strategic communications consultancy:** strategic media relations, gala events, issue/crisis response, leadership visibility, spokesperson bureau, media workshop and training, and philanthropy programmes
- **Luxury car (LEXUS):** media launches and press conferences at Beijing and Shanghai international auto shows, car test media events, car testimonials (2007-2009)
- **Consumer tech (LG “Chocolate” cell phone series):** global launch in China and media activation (Beijing, 2006)
- **Telecommunications (Qualcomm):** CEO’s China visit event coordination and executive profiling (Beijing, 2005)

## EDUCATION

**Master’s Degree**  
**Advanced Marketing Management**  
2004-2005 | Business School,  
Lancaster University (UK)

**Double bachelor's degree (joint education)**

- **Bachelor of Arts with Honours, Marketing, Second Class, Upper Division**  
2003-2004 | University of Bedfordshire (UK)
- **Bachelor’s Degree, International Economy and Trade**  
2000-2003 | China Agricultural University (China)

## HONORS & AWARDS

**Recognitions acclaimed for communications campaigns**

- [Environmental Protection Best Practice 2023](#) by Gloden Flag Awards
- [Green Development Best Practice 2023](#) by US Chamber of Commerce Social Impact Initiative
- [ESG Social Responsibility Best Practice 2023](#) by 21 Century ESG Innovation
- [Top 5 ESG Category Winner 2022](#) by Golden Flag Awards
- [Corporate Brand Silver Winner 2022](#) by China Golden Awards for Excellence in PR

## CERTIFICATE

[Introduction to Sustainable Development in Practice](#) by United Nations Institute for Training and Research (UNITAR), Jan 2024

[Introductory e-Course on Climate Change](#) by UNITAR, Jan 2024