



Biography - Dephin Lim

*Chief Executive Officer, Carat China
Dentsu Group*

Dephin Lim is a respected media and marketing leader with over 15 years of experience across Asia, currently serving as the Chief Executive Officer of Carat China, part of the Dentsu network. Based in Shanghai, she leads Carat's strategic vision and operations across China, partnering with leading brands to deliver innovative, people-centric media solutions that drive meaningful impact.

Prior to joining Carat, Dephin was the Managing Director and Shanghai Office Head at EssenceMediacom China (formerly MediaCom), where she played a pivotal role in business transformation, client development, and talent empowerment. Her leadership contributed to the agency's strong market reputation and business growth across Greater China.

Widely known for her transformative leadership style, Dephin brings a rare blend of strategic vision, technological insight, and purpose-driven innovation. She has twice been recognized by **Campaign as one of the Women to Watch in both APAC and Greater China** — a testament not only to her personal accomplishments but also her ability to cultivate empowered teams that deliver award-winning, market-shaping work. Under her leadership, both teams and individual talents have received recognition across the industry, reflecting her dedication to elevating others and fostering long-term, sustainable success.

Dephin is also admired for her authentic, down-to-earth leadership approach — one that emphasizes clarity, accountability, and collaboration. She believes that people are at the heart of every organization and that creating an environment where teams can thrive is the foundation of innovation and long-term business value. While not all marketing campaigns drive immediate

revenue, she is a firm believer in the power of communications to influence behavior, shape culture, and bring communities together.

She has lived and worked in Malaysia, Taiwan, and Hong Kong, and has called Shanghai home for over eight years. Dephin brings deep cross-cultural experience and a balanced global-local perspective to everything she leads..

林碧慧

电通集团旗下凯络中国（Carat China）首席执行官

林碧慧（Dephin Lim）是备受尊敬的媒体与营销领域领导者，拥有逾 15 年亚洲市场经验，现任电通集团旗下凯络中国首席执行官，坐镇上海统筹凯络中国的战略规划与运营管理，携手知名品牌打造以用户为中心的创新媒体解决方案，助力品牌实现深远影响力。

加入凯络之前，她曾担任竞立媒体中国（原 MediaCom）董事总经理兼上海办公室负责人，在推动业务转型、拓展客户资源及赋能人才等方面发挥了关键作用，其领导为公司在大中华区树立卓越市场口碑、实现业务增长奠定了坚实基础。

林女士以变革型领导力著称，兼具战略远见、技术洞察力与目标驱动的创新思维。她两度荣获 Campaign 亚太区及大中华区最受关注女性这一殊荣，这不仅是对其个人成就的肯定，更彰显了她培养高效团队的能力——在她的带领下，团队及个人屡创行业标杆作品，斩获多项大奖。这份对赋能他人的投入，正是她致力于推动长期可持续发展的生动体现。

同时，她倡导真诚务实的领导哲学，注重目标清晰、责任共担与协作共赢，深受团队信赖。她坚信“人是组织的核心”，认为构建能让团队蓬勃发展的环境，是创新与长期商业价值的根基。尽管并非所有营销活动都能立竿见影地拉动营收，但她始终相信，卓越的传播能够影响行为范式、滋养品牌文化、凝聚社群共识。

谈及职业生涯，她曾先后在马来西亚、中国台湾及中国香港生后工作，定居上海已逾八年。丰富的跨文化经历，让她在领导工作中始终保持全球化与本地化并重的平衡视角。