

MARY ZHOU
LAZADA GROUP CHIEF MARKETING OFFICER



Mary is Lazada Group's Chief Marketing Officer driving the region's integrated marketing engine across four key areas – Branding and Creative, Social Media, Partnerships, and Performance Marketing.

As Group CMO, Mary spearheaded Lazada's high-profile brand refresh this year, elevated the role of Marketing Solutions as a value creator for business, and introduced new Shoppertainment innovations such as Lazada's 7th Birthday Party Concert – the region's first livestreamed in-app gala with top talents from six SEA countries, and GUESS IT – the region's first livestreamed in-app gameshow on an eCommerce platform.

Mary was most recently Head of Media at Alibaba Group for two years. Prior to that, she was General Manager of Client Services at GroupM in Beijing and Shanghai.

Mary received her Masters in Media and Communications from The London School of Economics and Political Science (LSE).