



FUTURE LEADERS CLASS OF 2022



KONI TANG

MARKETING SCIENCE PARTNER
META

Koni Tang is a Marketing Science Partner of Meta, covering eCommerce businesses. She helps leading global eCommerce brands grow by transforming their marketing practices, grounded in data and science. In this role, Koni translates data into business strategy with actionable insights for growth and operational excellence.

Prior to relocating to Hong Kong, Koni was a data scientist for American Express in the United States. There she advised companies on loyalty management with data-driven and customer-centric practices. Koni has also worked at PricewaterhouseCoopers' Chicago office as a management consultant, where she worked on solving business problems from various industries, including Financial Services, Healthcare, Oil and Gas and Hospitality.

Koni holds a M.S. in Integrated Marketing Communication from Northwestern University (USA), majoring in Analytics. There she was awarded the Principal Walter Dill Scott Prize. She also holds a Bachelor of Arts in Media and Communication from City University of Hong Kong.