



# FUTURE LEADERS CLASS OF 2022



## QUINN TRAN

SENIOR BRAND MANAGER  
TTI

Originally from Montreal, Canada, Quinn moved to New York City to start her Marketing and PR career in the Fashion industry. She quickly developed her event planning skills creating mediagenic events for Iceberg and Giambattista Valli clothing brands and grew her media database of celebrities, publicists, stylists, editors, and designers. She then moved to London to join Giorgio Armani Celebrity and Events team, playing a key role in managing large scale retail and VIP celebrity events.

In 2013, Quinn decides to return to her Asian roots and travels to Hong Kong to begin her new journey. She worked at Guru Online on Nanjing Youth Olympic Games's global PR strategy. With this experience, she springboards into China and continues her career at DJI, the world leader in drones. During her time at DJI, she took the brand to new heights and negotiated multiple partnerships for the company including their attendance at the London Film Festival, Cannes Film Festival, SXSW, Comic Con, Superbowl and the Golden Globes.

The opportunity to join China's well-renowned TCL group presented itself to Quinn in 2015 and she took on a new challenge as their Global Head of Events, focusing on international events and promoting its portfolio of brands in world events such as Consumer Electronic Show (CES) and the European Mobile World Congress (MWC). During her 4 years at TCL, she managed end-to-end event production for over 20 tradeshows, product launches, and events.

Today, Quinn heads Milwaukee Asia's Marketing team, leading content strategy, PR activities, digital transformation and omni channel efforts for this American brand. Her international experience across North America, Europe, and Asia gives her a strong foundation as she drives hyper growth strategies across the 9 Asian markets she oversees.