



FUTURE LEADERS CLASS OF 2022



KATHERINE TU

ANALYST, OWNED BRAND STRATEGY & OPERATIONS
TARGET CORPORATION

Katherine Tu is currently an Analyst on the Strategy and Operations team at Target Corporations. She is the overseas communications lead for Target Owned brands, working closely with the US Headquarters team to support, drive and implement internal and external communication strategies, activities and events.

Katherine has a range of professional experiences in the retail and marketing industries, with a passion in marketing, communications, literature, and the arts.

Prior to joining Target, Katherine was a Content Strategist at First Page, a global digital marketing agency. She worked with clients from different various industries including IT, Fintech, insurance, and luxury beauty.

She was also the Senior Editor at fashion conglomerate I.T Group, where she managed the copywriting team and headed the marketing, editorial and website content for the official online website.

Katherine holds a BBA in Marketing from the University of Hong Kong, with a Double Major in Marketing and English.