



AmCham Women of Influence Awards 2019

Distinguished Judge

Annika Payn

NEON



A Hong Kong based marketing expert with over 17 years in creative agency and in-house roles, 11 of which in Asia. Annika has a strong record in building international brands and delivering business growth through innovative marketing programs and brand platforms.

Her extensive category experience ranges from financial services to beauty, health & wellness, lifestyle, tech and travel. Annika has been driving marketing and branding for Credit Suisse and Zurich Insurance Group in Asia Pacific, with focus on brand development, campaigns, client engagement and sponsorships. Currently Annika is working on strategic client projects with NEON Leaders and supporting this newly founded business through an exciting start-up phase.

As an active alumni member of The Women's Foundation mentoring program, experienced key note speaker and marketing advisor to senior executives, Annika has built a business network, which she highly values and to whom she turns to on a regular basis for catch up and exchange of ideas, trends and insights.

** NEON brings together senior leaders who are choosing to work flexibly outside of employment through important times in their lives and enables companies to utilise this talent for project work and in the future for employment, furthering diversity in their organisations.*
