



Louisa Cheng

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About Louisa Cheng

Marketing professional with over 8 years' experience of formulating multi-channel marketing plans to aid business growth.

As the marketing manager Louisa is the glue that brings our teams together and the driving force that keeps firm's business moving forward. Founding and developing the marketing department from scratch, Louisa now leads a team of 12, which help partners to maintain their clients and to secure a high level service quality.

The key responsibility of Louisa's team is developing and implementing the firm's business development and client services plan, which features marketing research, business data maintaining, BD plan proposal, client visiting hospitality, case deadline management, customer satisfaction monitoring and so on.

One of Louisa's team also acts as assistant to two founding partners, providing sophisticated administrative and operational support, while also contributing to projects that help drive business priorities and strengthen all teams' collaboration and morale.

As a way of marketing development and a channel to expose to the most updated IP practice worldwide, client visiting and conference attending has been a routine for Chang Tsi & Partners. For six consecutive years, Louisa and her team has coordinated and attended numerous international conferences like INTA, AIPPA, AIPPI and Marques.

In order to meet the global business layout of domestic customers, the firm has to build connections with outside law firms from deferent jurisdictions. Louisa and her team has built long time relationships with 100+ preeminent law firms worldwide.

In Chang Tsi, Louisa's team work hand-in-hand with leaders to ensure smooth, disciplined execution of strategic business objectives.

Education

- Beijing Foreign Studies University

Years of Experiences

- 10 Years

Professional Experiences

- Joined Chang Tsi & Partners on 2010, engaged as admin manager for the first three years. Planed events like the firm's 15 years anniversary ceremony and run the competition of the top ten law firms of Beijing successfully.
- Engaged as workflow department manager since 2013, contributed to draft and implement SOP of workflow department.
- Aboard as marketing manager since 2015, Plans, coordinates, and implements the firm's, practice groups', and individual attorney's activities with respect to marketing, business development, public relations, and client services. Acts as an important role in increasing visibility and brand recognition. Now Chang Tsi is recognized as a Tie One law firm by all kinds of legal media.

Languages

- Chinese
- English

