

Chen rejoins as Nitro seeks China JV

Media Asia 04-Jun-08, 06:52

SHANGHAI - Two and a half years after she left, Wei Wei Chen has rejoined Nitro China as CEO, with the agency believed to be in talks regarding a joint venture with highly-rated independent shop Mei Kao.

While Chen declined to comment on the Mei Kao deal, she explained that she had returned to Nitro as the challenge is much bigger. Chen departed Nitro to lead Y&R China in 2006, before resigning her position last year. Our strategy is to seek a JV, added Chen.

Mei Kao currently counts over 200 staffers across Beijing, Shanghai and Guilin. They share the same values and beliefs as Nitro, said a source. Nitro is pretty young and flexible too.