



# Panelist Bios



## **Yan Ni, Brand Manager – Asia, Hither & Yon**

Yan Ni, has worked for Hither & Yon as the Brand Manager – Asia since 2017. Together with Hither & Yon's director Mr Malcolm Leask, they opened the markets into Mainland China, Taiwan, Hong Kong, Japan, Malaysia, and now is looking to expand the markets to other Asian countries such as South Korea and Singapore. Yan personally has a Luxury Brand Management (Wine specific) MBA background from INSEEC Paris, and is currently completing the WSET Diploma program.



## **Ellie Vince Chief Marketing Executive Brown Brothers**

As CME at Brown Family Wine Group, Ellie is responsible for some of Australia's most loved wine brands, overseeing every brand touchpoint from cellar doors to online to instore across multiple markets. Ellie is passionate about building brands, creativity and using marketing to deliver commercial outcomes.

Ellie believes in finding solutions that hit the sweet spot in delivering value for consumers, shoppers and customers and has done so in various senior marketing roles across both Australia and the UK. She has helped grow some of Australia's most recognisable brands including Gillette, Schweppes, Solo, Cottee's and now Brown Brother's, Devil's Corner, Innocent Bystander, Tamar Ridge and Pirie.



## Partners

MinterEllison

