

2025-27 Executive Committee Election
The Candidates
(last name in alphabetical order)

The following candidates for the new Executive Committee Election have been approved by the Executive Committee on 13 February 2025. Please find their biographies on the subsequent pages.

Candidate	Job Title	Stand for ExCo Position of
John Paul Chattock	Partner, KPMG	Treasurer
Wen-Xi Chen	Executive Creative Director, Design Bridge and Partners	Brand and Comms Ambassador
Grace Guan	Regional Director, East Asia, University of Edinburgh	Vice Chair
Julian Jeffrey	Chief Executive Master, Executive Office, Wellington College China Group	Strategic Adviser
Vicky Li	Vice President, North Asia, Chartered Institute of Management Accountants	Vice Chair, Committee Ambassador
Daniel Lyons	Director of Communications, Dulwich College Shanghai Pudong	Brand and Comms Ambassador
Nick Obolensky	CEO, Complex Adaptive Leadership Ltd.	Strategic Adviser
Harriet Sheffer	Head of Strategy APAC, OUTFORM	Committee Ambassador, Brand and Comms Ambassador
Michael Andrew Starforth	Regional General Manager, Silverstream Technologies (Shanghai)	Committee Ambassador
Edward John Weeks	Senior Executive Vice President (Designate), Deputy Chief Executive, HSBC Bank (China) Limited	Vice Chair
Tim Yu	Managing Partner, Lixin Accountancy (UK) Ltd	Treasurer, Committee Ambassador

The positions of **Policy Adviser** and **Consultant Director** each received exactly one nomination. Therefore, in accordance with the Chamber's constitution and as approved by the Executive Committee on 13 February 2025, there was no need for voting this year. The candidates listed below are elected unopposed. Please find their biographies on page 9.

Name	Company	ExCo Position
Christopher Dunn MBE	Associate, Brunswick Group	Policy Adviser
Alex Roberts	Partner, Chief Representative, Linklaters LLP Shanghai Representative Office, UK	Consultant Director



John Paul Chattock
Partner, KPMG | [LinkedIn](#)
Stands for the position of **Treasurer**

*Head of Audit Quality and Audit Digitalisation leader for KPMG in China.
ExCo member/Treasurer of British Chamber of Commerce Shanghai 2006-8 and
2013-20.*

I am very pleased to have the opportunity to serve again on the Executive Committee of the Chamber. I joined KPMG in Hong Kong in 1994 and have been a regular attendee and contributor to the Chamber events since relocating to KPMG's Shanghai office in 2001. I am a Fellow of the Institute of Chartered Accountants in England and Wales and hold a degree in Mechanical Engineering from the University of Warwick and completed a Masters of Science in Accounting with Cognitive Analytics in 2022. With over 20 years' experience auditing multinationals in the retail, engineering and manufacturing industries in China I look forward to continuing to support the Chamber and its members on accounting, tax and related business improvement issues.

KPMG China has over 15,000 professionals in 31 cities across China. Our client focus, commitment to excellence, global mindset and consistent delivery have helped us build trusted relationships, which are at the core of our business and reputation. We will continue to make a strong contribution to the Chamber during 2025/26.



Wen-Xi Chen
Executive Creative Director,
Design Bridge and Partners | [LinkedIn](#)
Stands for the position of **Brand and Comms Ambassador**

Brand design and communication, graphic design, art and illustration

Wen-Xi comes from a background in illustration and media and has a passion for beautifully crafted design and intuitive brand worlds. Graduated from Cambridge University with a degree in biomedical sciences, she approaches design with equal parts strategic rigor and creativity. In her 15+ years in Shanghai, Wen-Xi has worked across FMCG, beauty, hospitality, and real estate. She uses her global perspective to bring balanced insights to her clients, which include Unilever, Kraft Heinz, The Coca Cola Company, Mondelez, Colgate Palmolive, Nestle, Carlsberg, Huawei and more.

She believes in using simple but beautifully crafted design to capture the attention of busy audiences. With that philosophy, the contribution to BritCham would be improved communication of activities and events for broader engagement.



Grace Guan

Regional Director, East Asia, University of Edinburgh | [LinkedIn](#)
Stands for the position of **Vice Chair**

Strategic Convenor and Partnership Builder
UK-China Policy
Higher Education Market Intelligence
Executive Coaching (ACC)

Dynamic senior leader with a proven record in strategic convening, partnership building and thought leadership. With a proven track record, I have enabled global organisations to navigate complex political and economic landscapes, shaping influential shape global conversations.

I have established a strong public profile in Higher Education, partnerships and commercial opportunities that connects China, Asia, the UK, and US. Recognised as a "Global Scot," I established Edinburgh's Regional Operations, leading East Asia strategy and representation.

I aim to continue to contribute to the executive committee of BritCham Shanghai to help shape the direction of the chamber and to further add value for our growing members.



Julian Jeffrey

Chief Executive Master, Executive Office,
Wellington College China Group | [LinkedIn](#)
Stands for the position of **Strategic Adviser**

I specialise in promoting educational and cultural exchanges between China and the UK, providing high-quality holistic education, and fostering international educational exchanges.

It is with great pleasure that I submit my candidacy for the BritCham Shanghai ExCo. I am a long-term expat in China, in Tianjin since 2014 and Shanghai since 2022. I was elected to the Tianjin EUCCC board in 2019 (and vice-chair from 2021). It was a huge honour to serve the members of that chapter during those years of the pandemic.

Under my leadership at Wellington College China, we have expanded the business to six schools in Tianjin, Shanghai, Hangzhou, and Nantong, providing high-quality education to over 5,300 pupils, advancing teacher professional development, and improving the quality of education.

Through global recruitment, WCC has attracted worldwide talent. We employ over 1,300 staff members from 32 countries and have been recognised in the 'Best Companies to Work for in Asia' by HR Asia for five consecutive years.

Sino-British relations have been challenged over the past few years. British investors in China urgently need the reassurance that a proactive Chamber provides through outreach, business intelligence, and repeated access to high-

level government contacts. Members need regular networking and social events, which are invaluable support doing business in China.

My background in education with the Wellington College China group means that I can bring experience of human resource leadership and CSR, as well as a commitment to work on behalf of BritCham member companies to gain access to high-quality international education.

My track record of collaborative work with the Chamber team as one of the vice-chairs of the Education committee and in other spheres has given me the necessary tools and experience to serve in this role. For example, Wellington College International is now a Platinum member, and Hiba Academy and other Wellington College schools in the group are now more deeply involved in the Chamber's work.

As a tireless champion of British culture, history and ideas, I am well-placed to further the cause of the UK's interests in Shanghai and China.



Vicky Li

Vice President, North Asia,
Chartered Institute of Management Accountants | [LinkedIn](#)
Stands for the position of Vice Chair and Committee Ambassador

With over two decades of experience on financial leadership and business strategy, I bridge global best practices with local needs, supporting UK-China business and professional collaboration.

With extensive experience in China's financial and business landscape, I have worked closely with regulators, corporations, and academic institutions to advance management accounting, financial strategy, and talent development. As China Country Director and later Vice President of North Asia at CIMA, I expanded its influence, strengthened partnerships with national and municipal governments, and collaborated with key employer organisations. I have led major research initiatives, co-authored finance publications, and advised top universities.

A long-time BritCham supporter, I served on the Executive Committee (2010-2011, 2023-2024) and contributed to the British Business Awards. If elected Vice Chair, I will strengthen UK-China collaboration by fostering business engagement, advocating for market access, supporting SMEs, promoting sustainable finance, and driving talent development. Leveraging my expertise and network, I aim to enhance BritCham's impact, providing strategic insights and valuable opportunities for its members.



Daniel Lyons

Director of Communications,

Dulwich College Shanghai Pudong | [LinkedIn](#)

Stands for the position of **Brand and Comms Ambassador**

I am a strategic communications expert, based in China for 10 years with government and top UK companies. I specialise in PR and brand building, stakeholder engagement and reputation management.

With a decade of experience shaping and delivering impactful communications strategies across China, I bring a deep understanding of how to navigate and connect with diverse audiences both locally and internationally. My expertise spans corporate communications, crisis management, stakeholder engagement, and brand reputation building, honed through leadership roles at global organisations and within high-profile UK and UK-linked institutions.

In my current role as Director of Communications at Dulwich College Shanghai Pudong, a leading Shanghai-based UK educational institution, I lead efforts to enhance reputation, support growth and drive advocacy through tailored and engaging narratives. Previously, as Managing Director at FGS Global, based in Beijing, I provided CEO-ready counsel to multinational clients across industries, successfully positioning brands, managing crises, and driving thought leadership on key topics. In my regional role at British Airways, I delivered high-impact B2B and B2C strategies that supported revenue goals while fostering meaningful partnerships with UK government entities, airlines, and corporate stakeholders.

Lastly, my earlier tenure as a Diplomat and senior Strategic Communications Advisor with the British Embassy in Beijing solidified my ability to craft messaging that resonates among stakeholders, building trust and achieving measurable improvements in perceptions across Greater China and Asia Pacific.

With such experience, I would be well-positioned to help enhance the Chamber's visibility and reputation as Brand & Comms Ambassador. Drawing on both my professional experience and rich market insight, as well UK-China ties from both a government and commercial perspective, I could help it to elevate its voice in both local and international forums and achieve cut through among its target audiences, strengthening the Chamber's influence and delivering tangible value to its diverse membership.



Nick Obolensky

CEO, Complex Adaptive Leadership Ltd. | [LinkedIn](#)
Stands for the position of **Strategic Adviser**

CMC qualified strategy consultant at EY; Director FTSE 100 formulating strategy plus leading ~12,000 staff; author of Strategy Formulation chapter for the Management Consultant Guide by Kogan Page.

Developed hundreds of executives / managers to implement a new strategy for organisational leadership in Chinese companies such as Ali Baba and Meng Niu, as well as western MNCs such as GE, Dow and Norma. Able to widen strategy to serve members better and enhance wider engagement.



Harriet Sheffer

Head of Strategy APAC, OUTFORM | [LinkedIn](#)
Stands for the position of **Committee Ambassador and Brand & Comms Ambassador**

10+ years experience in China scaling MNCs, and NGOs through corporate communication, media, brand, and marketing strategy. Previously Chair of BritCham SW.

I've spent the last decade in China helping MNCs, and NGOs successfully scale in the region, through corporate communication, media, brand, and marketing strategy. I'm now using this China-literacy to guide OUTFORM, a retail agency, founded in the UK in 2007 through market entry into the APAC region.

I've also been active in creating communities, and running not-for-profit organisations; facilitating programs for the UN Gender Equality & CSR Summit, operating Start-up Weekend China for Google, and chairing the board of the British Chamber of Commerce SW China to advocate for, and connect British Businesses in the region.

How I Could Contribute:

1. A MODERNISING VOICE FOR COMMUNICATIONS

BritCham SH has undergone a significant and positive transition in brand messaging over the past few years. My 10 years of experience advising brand, media, and marketing campaigns to forward-thinking organisations in China (such as Didi Chuxing, Sam's Club, Alibaba, and more) – could help continue to futureproof, and increase the usefulness of the chambers output.

2. A THOROUGH UNDERSTANDING OF BRITISH BUSINESS IN CHINA - THROUGH A FRESH LENS

After 3 years chairing the board of BritCham SW, and many more years organising events and campaigns (Business Awards, CSR Campaigns, Trade visits etc.) in collaboration with other chambers in China, I have a strong

understanding of initiatives that work for both chamber members, and the chamber itself as a commercial entity. As a younger, female, who's worked across several industries in both SME to MNCs – I can often provide a diverse prospective on issues faced.

3. A WELL-DEVELOPED COMMUNITY NETWORK

As an active community organiser, speakers, and participant in various design, innovation, and business communities in China, I have a diverse network, across several sectors, and regions - that could be helpful bringing quality content to members, and help widen the chambers reach.



Michael Andrew Starforth
Regional General Manager,
Silverstream Technologies (Shanghai) | [LinkedIn](#)
Stands for the position of Committee Ambassador

I first came to China in 1999, setting up manufacturing for Brook Crompton. I later grew SMD's China team to 100 and now lead Silverstream, building a 22 strong person team and driving Sino-UK growth.

With over 12 years of experience in China, I have led multiple UK businesses in market entry, operational growth, and Sino-UK collaboration. My journey began in 1999, setting up manufacturing facilities for Brook Crompton in Northeast China. In 2018, I returned to establish SMD's Shanghai operations, growing a 100+ person team, localising supply chains, and achieving profitability within three years. In 2021, I took on the challenge of building Silverstream Technologies' China operations from the ground up. Starting alone, I have grown the team to 22 staff, secured regulatory approvals, and positioned China as a key market, significantly contributing to our global business. This success culminated in Silverstream being named British Company of the Year (Medium Business) at the 2024 British Business Awards.

Beyond my corporate role, I was a founding member of the British Chamber of Commerce's Technology & Innovation Committee in 2021 and currently serve as Vice Chair of the revised committee. I have worked across the three business models in China—Joint Ventures, State-Owned Enterprises, and Wholly Owned Foreign Enterprises—giving me a well-rounded perspective on the challenges and opportunities for UK companies in the market. My expertise spans: Market Entry & Expansion – Advising UK firms on scaling in China. Trade & Policy Advocacy – Supporting Sino-UK trade initiatives. Sustainability & Decarbonisation – Driving maritime innovation. Networking & Mentorship – Connecting and mentoring businesses. As an Exco member, I would like to share my experiences - both good and bad - to ensure that members are best represented and actively engaged with the Chamber and its Committees, helping to navigate the challenges all business face in this valuable market, one of the key reasons I joined BritCham Shanghai.



Edward John Weeks

Senior Executive Vice President (Designate), Deputy Chief Executive,
HSBC Bank (China) Limited | [LinkedIn](#)
Stands for the position of **Vice Chair**

Almost 30 years of experience in the financial industry, working in the UK, Australia, Hong Kong, Japan and Mainland China in client-facing, strategy, management and leadership roles.

I have recently arrived to live and work in Shanghai for the first time, though I have visited professionally and privately in the past. HSBC has a significant presence in China, and I am part of the management team for our business across the country. I spent five years in Japan from 2019-2024, during which I was an Executive Committee member for the British Chamber of Commerce in Japan for three years. My involvement in the BCCJ formed a key part of my time in Japan, and I hope to replicate that in China.

As Deputy Chief Executive of one of the largest UK companies in China I am passionate about supporting and promoting exchange between the two countries. If I am invited to join the ExCo, I intend to use my experience, insights and position to support the Chamber. I hope to be involved in contributing to event content, leveraging my colleagues and connections in China and overseas to help drive the Chamber's future efforts and help it explore new avenues for growth opportunities and information exchange to support members. China is the world second largest economy, the world's top goods exporter, second largest source of merchandise imports and the UK's 4th largest trading partner. Deepening the UK-China partnership on trade, investment, finance, health, education and climate change amongst other priority areas, is vital to delivering growth, investment and high-quality jobs for both China and the UK. Our focus is to continue contributing to that ambitious agenda and to a mutually beneficial programme of UK-China economic and financial co-operation going forward. In an ever-changing environment it is essential that the Chamber remains proactive and relevant in promoting links between China and the UK, and I hope to have the opportunity to support that goal. Professionally and personally I am a strong advocate of Diversity and Inclusion and corporate sustainability, and I pledge to provide enthusiasm and a fresh perspective on all business-related issues.



Tim Yu

Managing Partner, Lixin Accountancy (UK) Ltd | [LinkedIn](#)
Stands for the position of **Treasurer and Committee Ambassador**

Tim has over 25 years of experience in accounting, M&A and business advisory services. Tim is a Fellow of Institute of Chartered Accountant of England and Wales.

Tim is responsible for deal sourcing and execution of strategic and financial advisory services, including IPOs, introductions and reverse acquisitions, as well as private corporate transactions including fundraising (start-up to growth capital) and M&A. Tim is specialised in supporting SMEs on their cross-border business

development. His clients and transactions cover China, EU, US and UK and a broad sector range including consumer goods, automotive, food and beverage, TMT, professional services, etc.

Tim was previously Head of Financial Advisory Service of Mazars China. Prior to that, Tim was trained with KPMG in Shanghai and Manchester for nine years and was the Corporate Finance Associated Director of BDO LLP in London.

The positions of **Policy Adviser** and **Consultant Director** each received exactly one nomination. Therefore, in accordance with the Chamber's constitution and as approved by the Executive Committee on 13 February 2025, there was no need for voting this year. The candidates listed below are elected unopposed.

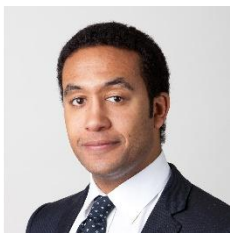


Christopher Dunn MBE

Associate, Brunswick Group | [LinkedIn](#)
Policy Adviser

I have deep expertise in public affairs, the geopolitical, regulatory, and business environment for multinational companies in China, and ESG policy and practice. Graduate of CEIBS Global EMBA.

I bring over a decade's experience working in China across business and government. At Brunswick, I advise the leaders of multinational companies on navigating geopolitical risks, regulatory issues, and public affairs in China—areas where the Chamber's members are facing unprecedented challenges. During eight years at the British Embassy in Beijing and the Consulate in Shanghai, I led the UK's participation in the inaugural CIIE and was Head of the UK Department for Business and Trade's China team, covering the infrastructure, environment, and transport sectors.



Alex Roberts

Partner, Chief Representative,
Linklaters LLP Shanghai Representative Office, UK | [LinkedIn](#)
Consultant Director

Having lived and worked in China as a lawyer in a UK "Magic Circle" law firm for 13 years, I have also served in various positions on committees and the Executive Committee of the Chamber since 2018.

I am very willing to continue to support the Secretariat and my fellow Executive Committee members to grow the Chamber in a sustainable manner, through lending my legal expertise in an increasingly regulated environment. I believe my 13 years in-country will serve me well in this role and my existing knowledge of the workings of the Chamber will make transition into a newly-formed Executive Committee all the easier. My day job is advising many of member organisations on operating here, so I can naturally extend that to the wider body of the Chamber itself. Also, as a UK-trained lawyer, I can assist with administration of the Chamber in the UK. As well as working on the Executive Committee, I would relish the opportunity to continue to support the Legal and Regulatory Committee and other sector-focussed bodies in this challenging market.