



Mr. Greg Crandall
Senior Vice President
Global Activation Team
Pico Group

Gregory's professional life began in Silicon Valley, where he spent 15 years specialising in content and event services. Since relocating to Asia over 20 years ago, he has founded his own agency, worked with the Pico Group and led several media companies. In 2017, he rejoined Pico to spearhead Pico+ Hong Kong, focusing on bridging content, data, technology and live experiences to help brands make deeper connections with a growing generation of digital customers.

Since 2020, he has been entrusted with overseeing the Group's Global Activation Team, with a focus on sports marketing, IP creation, World Expos and Olympics projects, brand festivalisation, project management and museum design. Today he works to drive solutions ranging from data analytics, business intelligence, audience tracking, social media, to e-Commerce, in-store and interactive technologies, face recognition, virtual events, virtual reality, augmented reality, artificial intelligence, metaverse, and theme park design and operations.

樂智衡先生（Gregory Crandall）於矽谷工作十五年，有豐富的內容創作和活動策劃服務經驗。後來，Gregory 常駐亞洲發展二十年，先後創立公司，加入筆克集團，並領導過多家媒體公司。2017 年，Gregory 再次加盟筆克集團，帶領筆克+香港團隊，建立與消費者互動的內容及數據，同時融入科技和實體活動之中，讓日益增長的「數碼化顧客」與品牌建立更多互動。

自 2020 年起，Gregory 帶領筆克集團 Global Activation Team，專注於運動行銷、知識產權創造、世博會和奧運項目、品牌「節慶化」，以及項目策劃和博物館設計。Gregory 致力推動各種一站式解決方案，從全面數據分析、商業智慧 (BI)、受眾定位及追蹤、社交媒體，以至電子商貿、店內體驗和互動科技、人臉識別、虛擬活動、虛擬實境 (VR)、擴增實境 (AR)、人工智能 (AI)、「元宇宙」，以及主題樂園設計和營運。