



**Ms. Josefina Ho**  
**Associate Business Development Director**  
**AsiaPac Group**

Josefina Ho is the Associate Business Development Director at AsiaPac Group, leading strategic initiatives that fuel business growth across the Asia-Pacific region for key clients. With nine years of experience in the marketing agency, she brings end-to-end expertise in business planning, marketing strategy, and campaign execution. She excels at aligning global brand objectives with regional nuances, consistently crafting campaigns that resonate with local audiences while preserving brand cohesion. Her strategic foresight and executional precision have empowered leading brands across sectors—including Retail & FMCG, Finance, Technology & Gadgets, Fashion & Luxury, and beyond—to expand their market presence and build lasting customer connections.

Passionate about integrating data-driven decision-making with AI-powered solutions Josefina combines analytical rigor with innovative thinking to deliver impactful results. With AsiaPac Group's proprietary AI SaaS tools, she crafts campaigns that are efficient, scalable, and driven by actionable insights—precisely tailored to meet each client's distinct objectives. Her approach consistently delivers business success, helping brands accelerate market entry, strengthen customer engagement, and achieve sustainable growth across diverse regions

Josefina Ho 現任 AsiaPac Group 業務拓展副總監，負責推動亞太區主要客戶的策略性業務增長。她在市場營銷領域擁有九年豐富資歷，涵蓋業務規劃、市場策略至活動執行等全方位專業能力，擅長為全球品牌打造兼具本土市場適應性與品牌一致性的整合營銷方案。

憑藉前瞻的策略視野與卓越的執行力，Josefina 已成功協助多個領先品牌——橫跨零售與快速消費品、金融、科技產品、時尚及奢侈品等行業——拓展市場版圖，並建立長期穩固的客戶關係。

她熱衷於融合數據驅動的決策與人工智能解決方案，透過數據分析與創新思維，為客戶創造具影響力的業務成果。借助 AsiaPac Group 自主開發的 AI SaaS 工具，Josefina 設計出高效、可擴展且深具洞察的營銷策略，精準對應客戶目標，協助品牌進軍新市場、提升受眾互動，並實現跨區域的可持續增長。