

# Baron-Moore Associates Hires Head of Marketing & Communications



Released on: July 03, 2014, 11:21 am (EDT)

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Industry: [Financial](#)

Hong Kong, July 03, 2014 -- /[EPR NETWORK](#)/ -- Baron-Moore Associates ([www.baron-moore.com](http://www.baron-moore.com)) has hired former Head of Marketing at a leading Asset Management Company, Miao Quinfu, as Head of Marketing and Communications. Based in Hong Kong, Mr. Quinfu will report to Baron-Moore Associates' Chief Executive Officer, Liang Jiang Rubo.

In his new role, Miao Quinfu will be responsible for the development and implementation of marketing and communications strategies across the group globally. He will work closely with business lines and regional leadership teams to further strengthen the company's brand and presence to deliver accelerated growth.

Mr. Quinfu brings more than 20 years of experience to this role and was most recently in his previous job where he built the international marketing team and developed targeted marketing strategies in the Southeast Asia region as a key part of its globalization strategy. He previously spent 6 years in London where he held a number of marketing functions, including Group Marketing Strategy Manager. He played an instrumental role in developing the centralized group marketing unit and created the marketing strategy team. Prior to this he worked as a marketing strategy consultant, after completing an MBA at London Business School.

Commenting on the appointment, Liang Jiang Rubo, Chief Executive Officer, Baron-Moore Associates:

“This is an important time for Baron-Moore Associates as our aim is to intelligently diversify the business beyond commodities. Miao is a skilled marketing professional with an extensive experience in implementing global marketing strategies. His appointment is key to ensuring that we develop our marketing capabilities to meet the needs of our clients, business units and distribution teams internationally as the business continues to grow.”

### **About Baron-Moore Associates**

Baron-Moore Associates ([www.baron-moore.com](http://www.baron-moore.com)) is one of the Hong Kong's most acclaimed providers of financial services. The firm is an awarded provider of investment management, retirement planning, portfolio guidance, brokerage, benefits outsourcing and many other financial products and services to more than 10 million individuals and institutions, as well as through 2,000 financial intermediary firms. Every set of services for an account is highly individualized, because every client has unique needs. We don't just offer you products & services; we aim to offer you the best solutions for managing your wealth keeping in mind your personal financial goals. We provide unbiased and independent investment solutions through professional investment strategy, so that your investments are as successful as you.

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