



Cammy Yiu

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Cammy is an Entrepreneur, Editor in Chief and a Marketing Professional.

She was born in Hong Kong and grew up in Canada. After obtaining her first degree and starting her career as an art gallery manager in Edmonton, Alberta, she returned to Hong Kong in 1992, for “a bit of adventure” and - like so many others - stayed. She worked in senior management level positions in various companies until she started her own business, a Marketing Consultancy, in 2003. She is married and have two daughters.

She obtained a Bachelor of Fine Arts (BFA) Arts & Design degree from the University of Alberta, and an Arts Management Certificate from the Banff School of Fine Arts. She has attended summer courses at the Emily Carr University of Arts and Design in Vancouver.

She attended the No. 1 ranked Kellogg-HKUST Executive MBA Program at the Hong Kong University of Science & Technology and holds an Executive Master of Business Administration (EMBA) degree, issued jointly with Northwestern University's Kellogg school of Management.

She is currently the Managing Director of Asia Brand, a marketing consultancy. In addition to her responsibilities for the general management of the company, she is also in charge of directing and managing client projects, developing business and strategic alliances, as well as new premium product and services.

Since January 2005, Asia Brand has been the Publisher of CULTURE Magazine with Cammy as Editor in Chief. CULTURE Magazine is an English-language monthly publication developed specifically to feature articles and photo essays on arts, culture, travel, lifestyle, food and wine for the Hong Kong and China market. CULTURE Magazine is a premium publication available as hardcopy and digital by subscription, and is distributed throughout clubs, hospitality, premium lounges and reaches other world cities via in-flight placement on select airlines.

Since 2009, Cammy has managed Alluminate Gallery, an easy-to-use online platform for art collectors to view and buy original works of art. The stock of original drawings is catalogued on the Alluminate website for viewing and selection. The artworks are housed in archival conditions in a secure location. These originals are available for viewing by appointment.