



Catherine Zhang
Chief Representative, North America, and Director, International Content Cooperation
Youku Tudou Inc.

With 10 years of experience in TV, film, animation and music cooperation between east and west, Catherine Zhang works with top global creators and studios to develop their content business in China. Her education is a mix of TV production (B.A. Communication University of China) and communication management (M.A. University of Southern California). Before Youku Tudou, Zhang worked in content distribution and production for You On Demand (Beijing and New York), NBC Universal (Los Angeles) and Hong Kong Phoenix TV (Beijing & Hong Kong).

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国际内容创作总监、北美代表
优酷土豆

Catherine Zhang 拥有十年横跨东西方关于电视、电影、动画和音乐领域的工作经验，与国际顶尖艺术创作者和工作室合作开展在中国的相关业务。她不仅在中国传媒大学就读过电视制作，还在传媒巨头-南加州大学，再深造学习过传媒管理。 就职于优酷土豆之前，曾在 You On Demand (北京和纽约)，NBC 环球 (洛杉矶) 和香港凤凰卫视 (北京和香港) 做内容发布和制作。