

# World-class Direct Response Marketing Practitioners at Datatrade

Gene Raitt – Chairman



**Chairman – Datatrade/CLiX**

- Chief Direct & Digital Marketing Officer, Worldwide – **AIG**
- Chairman & CEO – **China Insurance Marketing & Administration Company**
- Chairman – **Guthy Renker-Acorn China JV**
- Chairman – **Direct Marketing Association (USA)**
- Chairman, Direct Marketing Committee – **American Chamber of Commerce (Japan)**
- Vice Chairman – **Digital & Direct Marketing Association (Hong Kong)**
- Professor – Digital & Interactive Marketing – **Hong Kong University of Science and Technology**
- Licensed Clinical Psychologist
- Executive of the Year, Financial Services – **Direct Marketing Association (USA)**
- Silver Apple Award winner, Financial Services – **Direct Marketing Club of New York**