



## **Artemis Associates Hires London TMT Reputation Management Specialist**

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Hong Kong, June 16, 2016 ? Artemis Associates is delighted to announce the addition of TMT and investor relations specialist Karen Tang to its Hong Kong-based team.

Karen joins Artemis following five years at a global reputation management firm, and was based out of London, where she advised leading technology, media and telecommunication companies including Nokia, Euromoney, Dentsu and Aegis. Karen?s role saw her overseeing Nokia Siemens Networks? first financial results following the joint venture between Siemens and Nokia, and supporting several high profile, international M&A deals, in particular Dentsu?s £3.2 billion takeover of Aegis Group.

Diana Footitt, CEO of Artemis Associates said, ?The TMT sector is an important sector for our business here in Asia, and we are delighted to have Karen on board. Karen will take an instrumental role in our execution team. We are fanatical about the quality of execution and Karen has the discipline and experience to further enhance our delivery. We are focused on making additions to our team cross our key sectors as we continue to grow our business rapidly.?

Karen commented, "I am delighted to be joining Diana and the team at Artemis. Artemis benefits from a strong leadership team and has enjoyed many achievements since its inception. I look forward to having the chance to contribute to the company's continuing success as one of the leading boutique strategic communications consulting firms in the APAC region."

#### About Artemis Associates

Founded in early 2011 in Hong Kong by industry veteran Diana Footitt, Artemis Associates has quickly carved itself a niche as a leading boutique international reputation management consultancy that is focused on creating, building and changing the reputations of companies based or active in the Asia-Pacific region.

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