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## R3 hires Sabrina Lee as director of R3-GC China

by Benjamin Li 13-Apr-10, 12:12

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**BEIJING - Global marketing consultant R3 has appointed Sabrina Lee (pictured) to the newly created role of director of R3-GC China.**

Lee is based in Beijing and will report to the company's principal, Greg Paul.

R3-GC is a six year-old partnership between R3 and Grupo Consultores established to research marketing and client-agency trends in Asia Pacific. Lee will help R3 expand its research of marketers in China and their relationships with local agencies.

One of R3-GC's first initiatives with Lee on board is 'The Source', the first comprehensive report on China's top 150 agencies, released this month.

"This report will give a lot more voice to China's top local agencies, as they have already built up a strong proposition of measuring effectiveness and efficiency for the larger advertisers," said Lee.

Lee was most recently associate account director at Dentsu Beijing for three years, where she worked closely on Lexus, Toyota and the NBA accounts. Her marketing career started at Ernst and Young before she founded her own agency, Palos, in Beijing in 2004. The agency grew relationships with BMW, McDonald's and others to a headcount of more than 42 across four cities.

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