

Press release

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HLB appoints Coco Liu as Chief Growth Officer

London - HLB, the global network of independent advisory and accounting firms, is pleased to announce the appointment of Coco Liu as Chief Growth Officer.

In this role, Coco will focus on key strategic growth objectives globally, building relationships and synergies with stakeholders and the wider business community. Additionally, she will keep the momentum going to drive external growth initiatives, strengthening HLB's business ecosystem to fuel its expansion and accelerate cross border business opportunities.

Coco brings a wealth of experience and achievement to this position. Previously serving as HLB's Chief Regional Officer for Asia Pacific and Head of Global Business Channels, Coco has demonstrated exceptional leadership and vision in driving business growth and client success. Coco significantly boosted HLB's visibility and impact in the region, establishing HLB as a key player in the Asia Pacific market.

Her strategic insights in initiating business channel development since 2010, not only established HLB's leading position of excellence within the mid-market, but also inspired industry peers to achieve results through collaborations.

She is also the founder of HLB's award-winning Global China Service. Her commitment to client satisfaction has earned her widespread recognition and acclaim within the industry, including winning 2018 CEO Today Asia Awards and named as The Asia Real Estate Sector (ARES) Power Women 2023.

Commenting on her appointment, Coco Liu said:

"I am honoured to be given the opportunity to take on the role of Chief Growth Officer at such an exciting time of expansion for HLB. I look forward to working closely with our talented team and partners to drive innovation, foster growth, and deliver exceptional value to our clients worldwide."

Marco Donzelli, Global HLB CEO said:

"Coco's appointment is very much deserved and in line with our new strategic objectives for 2027. It shows our commitment to driving continuous growth and innovation through cross border business development, strengthening our position as a global leader in the industry."

NOTES TO EDITORS



About HLB

HLB International is a global network of independent advisory and accounting firms and through the power of 40,831 professionals across 156 countries, we combine local expertise and global capabilities to service client's needs. Learn more about HLB's global services and capabilities: www.hlb.global

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