

Jonathan (Jon) Geldart

Grant Thornton International Ltd

Brief biography

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Jon Geldart

Executive director – markets development (Greater China)

Jonathan (Jon) is responsible for the strategic development of Greater China, including Hong Kong, for Grant Thornton International Ltd. He has worked regularly in China for over six (6) years as well as having extensive experience within other emerging economies.

Prior to his work in China Jon was the Global Marketing Director for Grant Thornton International Ltd. He created and developed the Grant Thornton global brand and rebranded the organisation in 2008, launching their global brand promise 'An Instinct for Growth' in 2012. He also rebranded and renamed the Chinese firm in 2012 to Grant Thornton Zhi Tong.

Jon spent 16 years with PwC in marketing and strategy consulting, has run his own consulting firm and spent extensive time in the UK drinks industry.

His new book; 'Notes from a Beijing Coffee Shop', published in November 2015, follows his first one; 'The Thoughts of Chairmen Now' (2013 & 2015). Both provide insights into the often deep cultural gaps between doing business in China and the rest of the world.

Jon is a regular speaker and writer on China, as well as brands and strategy, around the world. He is a Trustee of The British Exploring Society, a Fellow of the UK Chartered Institute of Marketing, a Fellow of the Royal Geographical Society and Chairman of the North Yorkshire Institute of Directors in the UK.