

# Benny Lai

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## EXPERIENCE

**Jan 2023 to Nov 2025**

**NAPCA (National Asian Pacific Center For The Aging, non-profit);** *Member of the Executive Leadership Team.*

**Director of Communications**

**Seattle/Los Angeles**

### Duties and Accomplishments

- Led strategic communications planning, ensuring clear, consistent, and audience-focused messaging across all channels.
  - Developed, produced, and managed high-quality content for internal and external communications platforms.
  - Directed public relations efforts, strengthening visibility and credibility across diverse communities.
  - Served as primary liaison to 350+ AANHPI media outlets, cultivating strong, trusted relationships to support outreach initiatives.
  - Planned and executed **large**-scale events and community activations, coordinating logistics, partners, and promotional strategies.
  - Managed stakeholder engagement, collaborating closely with the corporate sponsorship team to align messaging and deliverables.
  - Oversaw internal communications, supporting organizational alignment and staff engagement.
  - Partnered with nonprofit organizations to co-develop, promote, and implement community-focused initiatives.
  - Managed project and campaign budgets, ensuring efficient allocation of resources
  - Supervised social media execution, guiding content strategy, scheduling, and performance tracking.
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**Sept 2024 to Present**

**Good Reason Collective (contractor)**

**Media Advisor**

**New York/Los Angeles**

- Led outreach to AANHPI media outlets, ensuring consistent and meaningful coverage of St. Jude Children's Research Hospital stories and press releases.
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**April 2025 to 2027**

**UCSF, UC Law (contractor)**

**Advisory Board- legal and financial planning**

**Remote**

- Collaborated on an AARP-funded effort to improve legal and financial planning tools for low-income older adults, providing detailed content review and feedback to strengthen resources on PlanforClarity.org
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**Oct 2018 to Feb 2023**

**TDW+Co**  
**Senior Media Manager**

**Los Angeles**

**Duties and Accomplishments**

- Directed strategic media planning, press relations, and outreach initiatives to maximize visibility and earned media impact across multicultural markets.
  - Led event strategy and execution, ensuring alignment with campaign goals and stakeholder expectations.
  - Oversaw creative trafficking and production workflows to maintain high standards of creative delivery.
  - Supervised a team of four experienced media planners and buyers to ensure flawless execution.
  - Managed communications for marquee clients including AARP, Dept of Commerce (2020 Census), HHS (Vaccine Campaign), Disney On Broadway, St. Jude Children's Research Hospital, U.S. Bank, and Procter & Gamble.
  - Provided leadership on two of the largest AANHPI-focused advertising campaigns ever executed — the \$30M 2020 Census campaign and the \$26M HHS COVID-19 vaccine outreach campaign, ensuring culturally resonant messaging and nationwide impact.
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**Dec 2009 to Oct 2018**

**A Partnership, Inc.**  
**Field Account Director**

**Los Angeles**

- Directed media planning and execution, PR strategy, media relations, and new business efforts.
  - Served as the primary contact for California state government clients and ensuring seamless campaign delivery.
  - Successfully launched ad campaigns for Health Net, Blue Shield of California, BMO (formerly Bank Of The West) and Anheuser-Busch.
  - Supported strategic communications initiatives for major clients including CTCP, Bank of America, and Gilead.
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**Jan 2002 to Oct 2006**

**C2 Advertising, LLC.**  
**Account Director, VP**

**Los Angeles**

- Managed account strategy and media planning for a diverse portfolio of clients: Blue Shield, Health Net, Anheuser-Busch, Hennessy, and Bank of the West, delivering cohesive and effective campaign execution.
  - Assisted with event planning, new business acquisition, and translation coordination to support agency growth and client satisfaction.
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**Mar 2000 to April 2001**

**IW Group**  
**Account Supervisor**

**Los Angeles**

- Oversaw account planning, strategic planning, and event planning functions to support multi-channel client campaigns.
- Contributed to initiatives for clients including Washington Mutual, Yahoo, and CTCP, ensuring alignment with campaign goals.

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**1989 to 1999**

**Various corporations and advertising agencies in Hong Kong**

- **American Express:** Corporate Card Sales
- **Compu-Ad:** Account Executive
- **BBDO:** Senior Account Executive
- **EURO RSCG:** Account Manager

## **OTHER EXPERIENCE**

Interview with TVB (Hong Kong) on DEI and current US political climate, aired on June 14, 2025.

**1985-2016**

**Music Columnist**

**Hong Kong**

- Over 3,500 columns published from 1985 to present
- Contributed to over 30 Chinese and English newspapers and magazines
- Interviewed over 500 local and international artists
- Attended and reported numerous MTV Music Awards from 1995 to 2000 in London, China, France, New York and Los Angeles.

## **EDUCATION**

**California Polytechnic State University**

**San Luis Obispo, CA**

Degree: **M.B.A.**      December 1988

Major: Marketing and Management

**Loma Linda University**

**Riverside, CA**

Degree: **B.S.**      June 1987

Major: Management Information Systems

## **PROFESSIONAL APPRECIATION & MEMBERSHIP**

Recognition of participation in 2008 Builder Of The Year Award (EDI Media)  
Recognition of participation in 2008 Miss Asia Pageant (W & C Productions)  
Lifetime member of Hong Kong School Alumni Association.