

Ms Margaret Key
Chief Operating Officer
Burson-Marsteller Asia-Pacific



Margaret Key serves as Chief Operating Officer, Asia-Pacific for Burson-Marsteller. Prior to being named Chief Operating Officer in 2014, she served as Market Leader for Burson-Marsteller Korea, where she more than doubled the size of the operation in less than three years.

Since joining Burson-Marsteller in 2010, Margaret has been instrumental in the development of key global and regional clients including Huawei, Ford Motor Company, Delta, Bayer and LG. She has counselled a wide range of senior executives for multinational corporations, delivering strategies for a broad array of initiatives including market entry, corporate positioning, online communications and crisis and issue management.

Before joining Burson-Marsteller, Key served as the Managing Director of Edelman Japan. During her nine years with Edelman, other roles include Director of Regional Health in Hong Kong, and General Manager, Edelman Korea.

Key started her career at Hyundai Motor Company, where she managed international corporate communications as part of the company's first overseas public relations team. She also worked as part of Hyundai Development Company's investor relations team, supporting outreach with the international financial community during a time when most Korean companies were making their first foray into proactive financial communications.

An active marketing and communications speaker, Margaret also served as the foreign spokesperson for South Korea President-elect Park Geun Hye, and currently, Korea's first female President. She was named in May 2014 as one of the top 20 Women in Marketing by Campaign Asia.

Key obtained her Masters of Arts degree in international relations and political science from Yonsei University Graduate School of International Studies in Seoul, Korea, and her Bachelor of Arts from Wofford College in South Carolina.