

# 戴文琪 Cloe

## GOOGLE台灣區線上合作夥伴客戶經理

在Google 台灣負責發展策略夥伴事業，確保商務發展所需要的Google 產品資源，藉由提供創新，產業領導指標性的網路廣告產品來協助策略夥伴(網路發佈商)可以找到事業發展的機會，並針對策略夥伴商務發展提出盈利策略建議。主要產品為：Google Adsense, Double Click for Publisher 以及Ad Exchange 和AdMob(適用App產品)，協助產業包含：新聞，遊戲，科技，雜誌，3C，網路電商和社交類型。

Cloe is responsible of developing partnership business in Google with Google products portfolio managements. She provides innovative, industry-leading online advertising solutions for publishers and developers and proactively identifies new opportunities. She covers products of Google Adsense, Double Click for Publisher, Ad Exchange and AdMob for business development consultation, monetization strategy and SEO for news, gaming, technology , social, magazine, 3C, and Ecommerce industries...etc.

