



ashley dudarenok

Affiliate, Graduate School of Business - Executive Education

Bio

BIO

Ashley Dudarenok is a Chinese entrepreneur, author, and media personality, recognised by Thinkers50 as a “guru on fast#evolving trends in China.” She is the founder of ChoZan, an immersive executive education company that helps Fortune 500 leaders learn from China’s digital transformation and innovation ecosystem.

Through China Innovation Tours, executive immersions, and strategic briefings, Ashley and her team provide senior leaders with firsthand access to China’s most innovative companies. ChoZan also delivers proprietary insights, market research, and tailored learning programmes focused on digital transformation, consumer trends, and next#generation technologies.

Ashley is a sought#after keynote speaker and the author of several bestselling books on China’s digital economy. She runs a widely read newsletter and engages a B2B community of over 500,000 global China watchers across LinkedIn and YouTube. Her latest venture, The Hidden Switch, spotlights billion#dollar founders from emerging markets who are reshaping the world.