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Lihui Zhang, Chief Representative & General Manager of McLarty Associates' office in Beijing, leads our work on the ground in China.

She also serves as a Senior Advisor to the Scowcroft Group.

In 1995, Ms. Zhang joined Warner Brothers in China as Chief Representative and later became Vice President of Government Relations and New Business Development for Warner Home Video. At Warner Brothers, Ms. Zhang managed multifaceted film releases and helped pioneer the home entertainment market, initially supervising three independent licensees and thereafter setting up CAV Warner, a home entertainment JV based in Shanghai.

As the first Chinese national to be granted a PhD in film from a US institution, Ms. Zhang's experience has spanned the evolution of China's entertainment market, and she maintains strong relationships with all departments of the Chinese government that oversee media and related industries.

Ms. Zhang holds a PhD from the School of Cinematic Arts at the University of Southern California.