

Speaker Biography & Background



James Craven is the Managing Director at Hybrid News Ltd. Hybrid publish the regional current affairs source AsianCorrespondent.com, employing dozens of bloggers and reaching over 1 million readers every month. Recently launched websites from Hybrid include TravelWireAsia.com and TechWireAsia.com. Hybrid News create innovative web and social media campaigns for Universities, Travel and Tech companies.

James has 15 years experience in the media, working and building successful businesses in Sydney, Beijing, Bangalore, New York and the UK. Prior to starting Hybrid, James was CEO of B2B publisher GDS International. He was responsible for increasing revenues form £9 million to £24 million in this period. He managed through a full transformation, diversifying a 100% print revenue base into a successful events and online business.