

Naomi Zhao

Naomi is the Founder and President of Eastward Media, a Vancouver-based multicultural marketing agency, and serves as West Coast Chair of IAB Canada. With more than 20 years of experience in media, marketing and business development, she brings extensive experience in building brands, partnerships and connections across diverse communities.

Naomi is passionate about increasing awareness of mental health, expanding Coast's reach within diverse communities, and helping engage the next generation of supporters.