

# CHINA CROSSROADS

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## The Tables Turned: How China Is Changing How the World Shops

**Bryce Whitwam**

Co-Author of [Selling to China](#) (2023)

Former China CEO of MRM/McCann

Former Greater China CEO of Wunderman



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For decades, we have observed the influence of global social media trends on China. Now, it is time to witness the reverse. China's social media ecosystem, initially built on Western knowledge and capital, is now shaping global shopping behaviors. This transformation, driven by technology transfer, is also impacting culture, particularly among Gen Z. It's not just from the likes of TikTok or Temu, it's also affecting traditional retail. Bryce Whitwam, who spent decades in Shanghai, has returned to the U.S. and observed a transformative shift in shopping patterns influenced by China. These changes present significant opportunities for those with firsthand experience navigating the Chinese online retail landscape.

[Bryce Whitwam](#) is co-author of "Selling To China: Stories of Success, Failure and Constant Change," which reached the #1 best-selling international book on Amazon upon its release. He's the former Greater China CEO of Wunderman, an advertising agency that he helped grow sixfold in ten years from 2008-2018. Whitwam was also CEO of MRM//McCann until 2020. Prior to returning to the United States to pursue his Ph.D. at Syracuse University in Media Communications in 2022, Whitwam taught marketing at NYU Shanghai. He's also the co-host of the China marketing podcast, "Shanghaizhan," which has reached 300,000 downloads, making it the world's most popular English-language business podcast on China.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at [editor@shanghai-review.org](mailto:editor@shanghai-review.org).