

# James Chiu Joins General Atlantic as Senior Advisor

May 8, 2023

New York – May 8, 2023 – General Atlantic, a leading global growth equity firm, announced today that James Chiu has joined the firm as a Senior Advisor. Mr. Chiu will provide strategic counsel and support around the firm’s investments and portfolio companies in the Consumer sector in China and the greater region.

In his most recent role, Mr. Chiu served as the President and Managing Director of General Mills China, a U.S.-based food company, where he consistently oversaw double-digit yearly growth, making the Chinese market an important pillar of the company’s development. Under his leadership, General Mills China undertook organizational restructuring, strengthened its brand power and optimized its business through digital transformation across all of its brands. Prior to General Mills, Mr. Chiu held key leadership roles at multi-national food and nutrition companies including Abbott Nutrition, Royal FrieslandCampina, Nestle Nutrition and Mead Johnson.

“We are delighted to welcome James to General Atlantic as a Senior Advisor,” said Eric Zhang, Managing Director and Head of China at General Atlantic. “We believe his deep consumer industry expertise in China and leadership experience focused on corporate digitization will be invaluable to us as we continue to invest and scale innovative companies in the region. We look forward to working closely with James to identify opportunities for our portfolio companies to accelerate their growth trajectories.”

“I am excited to support General Atlantic’s investment team in China as they source and invest in innovative companies across the region,” said James Chiu. “General Atlantic’s commitment to value-add partnership aligns with my background positioning companies for growth through strategic digital and talent-building strategies. I look forward to contributing my expertise to the investment team and working with entrepreneurs to continue their momentum scaling their brands.”

General Atlantic has invested more than \$6.7 billion in China since the firm entered the country in 2000. The firm currently has more than 30 portfolio companies in China and offices in Beijing, Hong Kong and Shanghai.

Mr. Chiu received his master’s degree in Health Policy and Management and Science in Human Nutrition from Columbia University in the U.S. and earned a Bachelor of Arts degree in Food Science and Nutrition at Fu-Jen University in Taipei. He also participated in an executive development program at IMD Business School in Switzerland.

## About General Atlantic

General Atlantic is a leading global growth equity firm with more than four decades of experience providing capital and strategic support for over 495 growth companies throughout its history. Established in 1980 to partner with visionary entrepreneurs and deliver lasting impact, the firm combines a collaborative global approach, sector specific expertise, a long-term investment horizon and a deep understanding of growth drivers to partner with great entrepreneurs and management teams to scale innovative businesses around the world. General Atlantic has more than \$75 billion in assets under management inclusive of all products as of March 31, 2023, and more than 220 investment professionals based in New York, Amsterdam, Beijing, Hong Kong, Jakarta, London, Mexico City, Miami, Mumbai, Munich, San Francisco, São Paulo, Shanghai, Singapore, Stamford and Tel Aviv. For more information on General Atlantic, please visit: [www.generalatlantic.com](http://www.generalatlantic.com).

## Media Contacts

### General Atlantic

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