

Advertising Godmother Sandra Yu: Failure and Training are Two Sides of the Same Coin

Campus focus

"Leaving the Comfort Zone, Challenging the Summit, Creating the Next Peak in Life." The History Department organized a celebrity career lecture, where adjunct associate professor Yueh-0 Lee invited Advertising godmother Sandra Yu to speak on April 11th in Ching-Sheng International Conference Hall. The topic of the lecture was "The Girl from the Back Mountain," where she shared her journey from being a switchboard operator to becoming the CEO of a multinational advertising and media conglomerate. She also discussed how she overcame the challenges of dealing with a brain tumor at the peak of her career, and eventually founded her own media company. Approximately 70 faculty and students attended the lecture.

Ms. Sandra Yu 's inspiring life story resonated with the faculty and students in attendance. She said, "Failure and training are two sides of the same coin." When she was young, she was a member of the swimming team, and in her freshman year, she happened to shoot a swimming advertisement, which led to a 40-year-long relationship with an advertising company. Ms. Yu has a deep passion for advertising work and demonstrates her professionalism by designing four different proposals for clients and successfully securing her first advertising contract. Her talent and public relations skills have also been recognized by competitors, who have tried to recruit her due to her outstanding abilities.

Ms. Yu's unwavering spirit of never compromising in the face of setbacks has allowed her to overcome discrimination in the workplace, challenge the less popular time slot in the advertising industry – Saturday afternoons at a TV station – and increase viewership based on audience preferences, earning her first pot of gold in life at the age of 30, living a life of having a personal driver and high achievements. When she fell ill and underwent a risky brain surgery that could have left her in a vegetative state, she was driven by her responsibility and love for her parents and

family. After three months of recovery and rehabilitation, she returned to the workplace and reached new heights in her career. In 2020, she was invited by the chairman of the People First Party, James Soong, to become a candidate for Vice President, and she has since been engaged in social welfare and advocacy. Today, with her years of experience in the workplace and her journey through the gates of hell, Ms. Yu inspires countless students to courageously pursue their dreams and fulfill themselves.

Yi-Chung Chen, a senior student from the Department of Economics, expressed his admiration for Ms. Yu's courage in facing difficulties and was also impressed by her precise vision and courage in choosing UC Group. She has turned around the company's years of losses, just like how Rodin conceived and carved the ordinary marble into the world-famous statue "The Thinker". Under Ms. Yu's skillful transformation, UC Group, like a pearl covered in dust, now shines brilliantly.



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