

Meet Venus, EMURGO's Global Marketing Manager

 emurgo.io



Meet Venus

Global Marketing Manager

EMURGO.IO



Venus, EMURGO's Global Marketing Manager

As the official commercial arm of Cardano - the first third generation blockchain to evolve out of a research-first driven approach, **EMURGO** is determined to **build a strong team** to drive the adoption of Cardano and add value to ADA holders! EMURGO currently has talented staff from all over the world - Japan, France, the US, India, Hong Kong, Korea, Russia, Ukraine, and more on the way. EMURGO is dedicated to hiring and retaining the best talent to create **a truly international and decentralized workforce working to meet the needs of our community and build a global Cardano.**

Welcome back to our **"Meet the EMURGO Team"** series! In this series, we introduce you to members of our talented workforce; take a closer look at who they are, and what they do behind the scenes. Last week, we introduced our **Global Digital Media Manager - Keisha**. This week, let's meet another one of EMURGO's fabulous marketing team members...

VENUS LAM



Global Marketing Manager

Experienced Marketing Manager with a demonstrated history of working in international banks and luxury retail (LVMH). Speaks Cantonese, English, Japanese and Mandarin.

Strong academic background with First Class Honours Bachelor Degree in Fashion Management.

Before joining EMURGO, Venus had previously interviewed Charles Hoskinson, Roger Ver, Da Hongfei, and other influential leaders.



Venus also shares her thoughts in the video below, check it out now!



<https://youtu.be/l9dGMR95T28>

Here is also a short interview with Venus.



Could you tell me about your reasons for joining EMURGO?

Venus: I joined EMURGO as Marketing Manager last December, as Florian was putting together the Global Marketing Team. Before joining EMURGO, I was working as a Marketing Director at a crypto-media company in Tokyo. I often attended blockchain conferences and events to interview industry leaders. I first met Charles Hoskinson at a Blockchain Week event, where I learned more about the Cardano project.

As EMURGO is the commercial arm of the **Cardano project** focused on building the Cardano ecosystem, I was excited to be a part of it and use my expertise to promote this amazing project!

What experience did you have prior to joining?

Venus: I had been working in Hong Kong for a couple of years before coming to Japan in 2016. I speak 4 languages: Cantonese, English, Japanese and Mandarin. I majored in fashion in college and proceeded to work in retail operations management at Louis Vuitton. Afterwards, I worked in marketing; first at an advertising company and then at international banks like HSBC and Standard Chartered Bank.

Having all these experiences across various industries gives me a diverse skill set, especially in a dynamic environment like the constantly-evolving blockchain industry.



It has now been 3 months since you joined EMURGO. What's your role and what has been your biggest achievement?

Venus: My objective as a Global Marketing Manager is to build sustainable relationships with our followers and ADA holders, by adding value to their experience whenever they interact with EMURGO. Since I joined EMURGO, I have published **20 blog articles in 3 months**. You can find all of them on our blog under the **"Community" section on our website**.

I work closely with Keisha, our Global Digital Content Manager, to create stunning visuals and content to share with our followers. I also work closely with Albert and Mickey, our PR Managers, to manage event logistics and marketing plans. I really love working with my coworkers as they are all sincere and very passionate about the

project. And our job is to share all of our amazing news with the community!

On top of that, I take care of the EMURGO newsletter, which we send to our subscribers on a monthly basis. All of our latest news such as the strategic partnership with Y2X, the launch of our education unit EMURGO India and dLab/EMURGO accelerator program and any future news will be first announced on our official website, so stay tuned and **subscribe to our newsletter now** :)

As for my biggest achievement, I think it would be tripling our newsletter subscriptions in 2 months, which would not have been possible without the help of all my hardworking teammates and also creating the graphics you see on our blog articles, newsletters, and social channels! I really enjoy being hands-on with designing promotion materials that align with our marketing strategies.



What are your thoughts on the potential for blockchain technology?

Venus: Blockchain technology is like the Internet in the early 1990s. We are just at the beginning and it's constantly evolving. I think blockchain is the biggest invention since the World Wide Web! Back in 2000, no one thought that building applications or platforms on the Internet would facilitate platforms like and . Likewise, there are infinite applications of blockchain technology. I am glad that I started my career in this industry and have been growing alongside it since starting. I believe in the future of the Cardano blockchain ecosystem and am dedicated to helping Cardano achieve its mission to empower citizens and businesses across the globe.

What do you like most about working here at EMURGO?

Venus: I really like the culture and transparency here at EMURGO. As a startup in the blockchain industry, we have to be very adaptive and creative in order to keep up with fast-changing trends. EMURGO encourages us to develop new ideas and provides a positive environment with a focus on communication with different team members and across departments. Not all companies can do that and literally put it in action. I enjoy working here, more than all the big companies I have worked at combined!



What do you think about the atmosphere in the EMURGO office?

Venus: My coworkers are all filled with passion and proud of what they are doing! I really like the good vibes here and people are so energetic and open-minded. Our new office is really awesome here in Akasaka, Tokyo. Very posh and spacious! Everyone has their own unique working space with a large desk, enhancing our productivity. We have several fully-equipped meeting rooms and I think everyone that visits our office is really impressed! I am proud to work here and show my friends how cool it is! We also have a room for recreation, which we can use to rest or do yoga during lunchtime or after work. I feel like our company really cares about our well-being. It is by far the best office I have ever been in.

How do you feel about EMURGO's core values?

Venus: I think it aligns with my personality. As a typical Hong Kongese, I am used to working in rapidly-changing environments. I like being highly efficient and thinking outside the box. One of my favorite quotes is, "Wisest is she who knows she does not know" - knowing what I do not know is the motivation that keeps me going. That is why I started my adventure in Japan.

Finally, anything you would like to say to those interested in joining EMURGO in the future?

Join us now and become a part of this legend! E-E-EMURGO!

At EMURGO, we believe strongly in the value of listening to our community and teammates.

About EMURGO

EMURGO is the official commercial and venture arm of the Cardano project, registered in Tokyo, Japan since June 2017 and in Singapore since May 2018. EMURGO is uniquely affiliated and works closely with IOHK to grow Cardano's ecosystem globally and promote the adoption of the Cardano blockchain. To learn more about the project, visit the [EMURGO website](#).

[Click here to subscribe to the EMURGO Newsletter](#)

- Official Homepage: emurgo.io
- Twitter (English): [@emurgo_io](https://twitter.com/emurgo_io)
- Twitter (Japanese): [@Emurgo_Japan](https://twitter.com/Emurgo_Japan)
- Youtube: [EMURGO](https://www.youtube.com/EMURGO)
- Telegram: [EMURGO Announcements](https://t.me/EMURGOAnnouncements)
- Facebook: [@emurgo.io](https://www.facebook.com/emurgo.io)
- Instagram: [@emurgo_io](https://www.instagram.com/emurgo_io)
- LinkedIn: [@emurgo_io](https://www.linkedin.com/company/emurgo_io)

- Yoroi Twitter: [@YoroiWallet](#)
- Yoroi Homepage: <https://yoroi-wallet.com/>

- Cardano Forum: <https://forum.cardano.org/>
- Cardano Telegram: <https://t.me/CardanoGeneral>
- Cardano Reddit:

