



Cat Rust, EVP & Founder of Exicon Ltd

- Over a decade of experience in the mobile, Internet and software industries. Her areas of expertise are Programme Management, Applications, Developer Ecosystems and Operations.
- Before Exicon, Cat was the COO for the HK office of one of the top 5 Internet consultancies, Icon Medialab. She was also CEO of a food company providing food to large-scale enterprises, before which she ran their amusement park division and built the company's factories. She has also worked in the chemical industry as a product manager for ICC.
- Exicon has been formed out of a number of businesses launched by Cat and Stefan – an outsourced project management company, a developer agency, a consulting firm, a transcoding firm and a mobile magazine!
- Cat is a gold medalist in the HK Masters and is a World Masters Swimmer in the 50 and 100m freestyle. She also represented Scotland and the West of England in Lacrosse.
- She is also an avid reader and kayaker. She encourages her 4 kids to do the same.
- Born and bred in China Cat speaks Mandarin, French and German.

Speaking Engagements



Date: Nov 2012

Title of Event: TWF and Bloomberg present the Women in Technology panel discussion 2012, Hong Kong

Topic: Women in Technology

Link: <http://www.thewomensfoundationhk.org/news.php?id=335>



Date: Oct 2012

Title of Event: HKUST EMBA Entrepreneurship

Topic: Life of a Start Up



Date: Mar 2012

Title of Event: HKUST EMBA Entrepreneurship

Talk to me! Cat Rust **Email:** cat@exiconglobal.com **Tel:** Hong Kong +852 9865 2912
Skype: catrust888

Topic: Family Business & Succession Planning



Date: Feb 2012

Title of Event: Travel GMs in Cathay City

Topic: Trends in “mobile” post MWC (MWC Recap)



Date: Feb 2011

Title of Event: YDC E-Challenge and Entrepreneurial Workshop at HKU

Topic: Entrepreneurship



Date: April 2011

Title of Event: The Expedition, Sydney, Australia

Topic: “Mobile 101”

Interviews/Articles



Date: May 2012

Publication: RTHK Hong Kong

Topic: Super moms and what keeps them going?

Link:

http://programme.rthk.hk/channel/radio/programme.php?name=radio3/kwok_talk&d=2012-05-08&p=5160&e=177634&m=episode



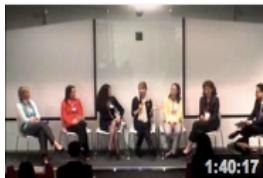
Date: Sept/Oct 2007

Publication: Charged, The Business and Lifestyle of mobile

Topic: Facebook Fascination

Link: www.charged.mobi/

Videos



Date: Nov 2012

Title: TWF and Bloomberg present the Women in Technology panel discussion2012, Hong Kong

Link:

http://www.youtube.com/watch?v=_BgoAwFSTLo&feature=player_embedded

Trending Topics covered by Cat over the past 4 years...

