

Personal Information

Discourse ID:

[@0xAndy.eth](#)

Twitter:

[x.com](#)

Country of Residence:

Hong Kong / Taiwan

Professional Background:

My ~20 years of experience spans in marketing consulting field for 11 years, and social media digital marketing field for 8 years across all sorts of industries, ranging from FMCG, travel, finance, entertainment, luxury, and the latest focus with Ecommerce.

Nomination Statement

Concise statement on why you are running for the Special Council

I've long believed Asia web3 communities will play a critical role in the next bull, and being part of the voices in the Asia markets to connect with the West has been my primary motive to run for the council.

Motivation

Details on your motivation for becoming an ApeCoin DAO Special Council member

ApeCoin DAO is the most influential DAO that comes with both network resources and financial resources. However, I do believe it is currently undervalued and under-utilized, especially among Asia communities.

As my primary motive is being the voice connecting Asia with the West, my goals include:

1. Level up the overall awareness and presence of Apecoin DAO in Asia communities (ape or not)
2. Educate the possible use cases and best practices for builders to leverage Apecoin DAO better
3. Connect talents in Asia with those in the West directly through the function of Apecoin DAO or indirectly through peripheral effects

Rationale

Share relevant experience and skills that will bring value to the ApeCoin community

I believe I can bring value from both my experiences in web3 as well as web2 professions.

1. Network: At Web3, I have been purposely building networks across various walks of lives, from founders, advisors, connectors, colab managers, mods etc. The way I build the connections is through getting my tickets into high quality networks; for example I was accepted in ARC, Skybrook, Coliseum, Underground, etc., where each community has its unique value to me.
2. Network: Being at the core team of Ape 101 Taiwan (@BaycTaiwan

), I have direct and indirect access to the voices of founders and holders not only in Taiwan, but also in other Chinese communities.

1. Business acumen: I have ~20 years of professional experience in advanced technology fields across digital transformation, digital marketing, social media, web3 marketing, consumer neuroscience, data analytics, and market research. The managerial experience across sectors help me better navigate the ever-changing dynamics in Apecoin DAO.
2. Marketing and scaling: Most of my professional career is about marketing and scaling, which I can best leverage in fulfilling my stated goals about leveling up awareness and scaling impacts of Apecoin DAO in Asia.

Specifications

Further describe relevant experience, including crypto and governance participation, and/or ideas for DAO improvement

To be frank upfront, I do not have direct experience running a DAO; however, I do have extensive experience in running small and mid sized organizations that may come in to play when participating in shaping Apecoin DAO.

To date, without having my hands deeply into Apecoin DAO, my view of possible improvements is more skewed towards external communications and connections as stated in my 3 goals above.

I firmly believe Apecoin DAO is currently under-leveraged and to some extent misunderstood by a few, especially in Asia. I'd like to bridge that gap, and also voice the needs of Asia out loud to the global stage.

Concluding Statement

Summarize your statement as to why you are the best choice for Special Council

TL;DR, 3 main reasons why I can be the best choice:

1. Rooted in Asia: I'm based in Hong Kong, the new web3 innovation hub. I'm originally from Taiwan and currently core team at Ape 101 Taiwan (@BaycTaiwan)
2. Decent personal and group networks built in Asia across Hong Kong, Taiwan, China, Singapore, Korea, etc.
3. Hybrid web3/web2 experience: Being a web2 old man jumping into web3 rabbit hole, I'm well educated in the good and bad from both sides.
4. Ape till I die.