

# TERENCE LEONG

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VENTURE CAPITAL AND BUILDING - INNOVATION TECHNOLOGY - MUSIC A&R - IDEATION & STRATEGY

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## EXPERIENCE

<b>Group Chief Content Officer, KKCompany Inc. (Taiwan)</b>	<b>Mar 2020 - Present</b>
<ul style="list-style-type: none"><li>Oversee and lead group level strategy for vision building, investor relations content and product development across all business units.</li><li>Lead ideation and research development of new products, business models and services in emerging media technology.</li><li>Data intelligence analysis and due diligence for content licensing, curation and investment strategies.</li><li>Senior Advisor to Group CEO.</li></ul>	
<b>Fellow, Ideation Lab , KKBOX Group (Taiwan)</b>	<b>Sept 2018 - Present</b>
<ul style="list-style-type: none"><li>The Ideation Lab oversees the incubation of new technologies and products that have the potential to reshape the industry landscape.</li></ul>	
<b>Co-Founder / Chief Partnerships Officer, Our Happy Co. Ltd. (Taiwan)</b>	<b>Mar 2018 - Present</b>
<ul style="list-style-type: none"><li>Co-founder of music NFT platform OURSONG</li><li>Member of senior management team overseeing corporate finance, governance and daily operations.</li><li>Lead partnerships and client acquisition teams.</li></ul>	
<b>Co-Founder / Managing Partner , KKFARM Co. Ltd. (Taiwan)</b>	<b>Jul 2016 - Present</b>
<ul style="list-style-type: none"><li>Co-founder of KKFARM - KKBOX Group's investment arm, music business accelerator, digital distributor Soundscape and Taiwan's largest independent label network.</li><li>Manage corporate investments and venture building globally, leading investments in Triller, Transparent Arts, Bitmark, ChynaHouse Digital and SKR Records.</li></ul>	
<b>Consultant, KKBOX International (Taiwan)</b>	<b>Nov 2015 - Jul 2016</b>
<ul style="list-style-type: none"><li>Led music curators in genre optimization project for machine learning for automatic recommendation and redesigned the platform's music genre categorization.</li></ul>	
<b>Executive Coach / Course Facilitator, Stanford Graduate School of Business, Stanford University (USA)</b>	<b>Sept 2020 - Present</b>
<ul style="list-style-type: none"><li>Member of the Executive Education teaching team for the Stanford GSB LEAD program.</li><li>Courses : Critical Analytical Thinking / Strategic Leadership / Design Thinking: From Viabilities to Insights / Customer Experience Design: A Neuroscience Perspective / Leadership Agility</li></ul>	
<b>Consultant, Stanford Institute of Innovation in Emerging Economies, Stanford University (USA)</b>	<b>Feb 2022 - Present</b>
<ul style="list-style-type: none"><li>Pro-bono consultant for the Stanford SEED program which working to end the cycle of poverty.</li></ul>	
<b>Board Member / Principal, ChynaHouse Digital Co. Ltd (Taiwan)</b>	<b>Sept 2015 - Present</b>
<ul style="list-style-type: none"><li>Acquired the Singapore label and its assets and rebooted the label in Taiwan becoming the leading urban music label, serving as board Chairman.</li><li>Signed and development of new generation Mando-pop artists like Kimberley Chen, Julia Wu, ?te, Ching G Squad and hip hop lifestyle brand - LongHuMen.</li></ul>	
<b>Music Production Director , Amazing Film Studios Co. Ltd (China/Taiwan)</b>	<b>Jan 2013 - Oct 2015</b>
<ul style="list-style-type: none"><li>Oversaw music strategy, direction and licensing for four Greater China films- The Tenants Downstairs , Cafe.Love.Waiting , Tiny Times 1.0 and Tiny Times 2.0.</li></ul>	
<b>Director, A&amp;R and Artist Development, Sony Music Entertainment (Taiwan)</b>	<b>Dec 2010 - Oct 2012</b>
<ul style="list-style-type: none"><li>Head of A&amp;R and Artist Development and oversaw the development and releases of over 15 albums and soundtracks.</li></ul>	
<b>Chief, SupaCalaFuturistic Co. Ltd (Taiwan)</b>	<b>Aug 2008 - Jul 2016</b>
<ul style="list-style-type: none"><li>Founded and ran the creative music boutique providing music solutions to music, film and brand clients throughout Greater China.</li></ul>	
<b>Musicologist, Wieden+Kennedy (China)</b>	<b>Jan 2009 - Mar 2009</b>
<ul style="list-style-type: none"><li>Market research and campaign strategy for Converse and Nike.</li></ul>	
<b>Consultant, EMI Music S.E Asia (Hong Kong)</b>	<b>Feb 2004 - Jul 2005</b>
<ul style="list-style-type: none"><li>Consultant to CEO and Executive Director on strategic campaigns targeted towards youth oriented campaigns and responsible for over-seeing urban acts signed to EMI in the region. Notable artist campaigns include Gorillaz, N*E*R*D, David Bowie, Kylie Minogue, John Lennon and Beastie Boys.</li></ul>	
<b>Co-Founder / Managing Partner , The ChynaHouse Group (Singapore)</b>	<b>Jan 2003 - Jan 2009</b>
<ul style="list-style-type: none"><li>Founded the award wining Singapore-based music marketing/production company which joined EMI Music South East Asia as a partner label.</li></ul>	
<b>Music Producer/Songwriter/Artist, Universal Music (Singapore/Malaysia)</b>	<b>Jun 2000 - Sep 2004</b>
<ul style="list-style-type: none"><li>Award winning <u>discography</u> that spanned the region's top music artists in markets including Singapore, Malaysia, Hong Kong, Taiwan, China and Japan.</li></ul>	

## EDUCATION

ACE (Advanced Management Program), Sloan School of Management, Massachusetts Institute of Technology.	<b>2022 - 2022</b>
Stanford LEAD Distinguished Scholar, Corporate Innovation, Stanford Graduate School of Business, Stanford University.	<b>2018 - 2021</b>
Executive Certificate in Management and Leadership, Sloan School of Management, Massachusetts Institute of Technology.	<b>2018 - 2019</b>
Masters of Arts in Mass Communications, Oklahoma City University.	<b>2002 - 2004</b>
Bachelor of Science in Commerce - Finance and Mass Communications, Santa Clara University.	<b>1995 - 1999</b>

## AWARDS

Golden Melody Awards 《 最佳演唱錄音專輯獎 》(Nominated) - Taiwan	<b>2017</b>
Best Arrangement, Beijing Chinese Pop Music Awards. - China	<b>2010</b>
Best English Album (Producer), Anugerah Industri Muzik. - Malaysia	<b>2009</b>
Best English Album, Anugerah Industri Muzik. - Malaysia	<b>2006</b>
Best Local Song of The Year - English, COMPASS Awards. - Singapore	<b>2003</b>
Favorite Singapore Artist, MTV Asia Awards. (Nominated) - Regional	<b>2003</b>
Best English Album (Artist/Producer), Anugerah Industri Muzik. - Malaysia	<b>2003</b>