

EXPERIENCE

Group Chief Strategy Officer, KKCulture Inc. (Taiwan)	Nov 2022 - Present
<ul style="list-style-type: none">Lead group-level strategy, P&L management, and investor relations, driving growth across business units with extensive C-level experience.Executive leadership team member and Senior Advisor to Group CEO, providing strategic guidance to achieve corporate objectives.	
Group Chief Content Officer, KKCompany Inc. (Taiwan)	Mar 2020 - Oct 2022
<ul style="list-style-type: none">Led group level strategy for content strategies and product development across all business units.Spearheaded the ideation and research development of innovative products, business models, and services in the rapidly evolving media technology landscape, driving growth and competitive advantage	
Fellow, Ideation Lab , KKBOX Group (Taiwan)	Sept 2018 - Oct 2022
<ul style="list-style-type: none">Led specialized teams in research and ideation of innovative business models applying emerging technologies, namely machine learning, artificial intelligence and blockchain.Specialized in leading early stage teams to find product market fit and fast growth intrapreneurially.	
Co-Founder / Chief Strategy Officer, Our Happy Co. Ltd. (Taiwan)	Mar 2018 - Present
<ul style="list-style-type: none">Co-founded the blockchain-powered music collaboration platform OURSONG, successfully securing \$12M in pre-Series A funding.Responsible for devising strategic plans encompassing product development, creator collaborations, and community expansion.	
Co-Founder / Managing Partner / Board Member, KKFARM Co. Ltd. (Taiwan)	Jul 2016 - Present
<ul style="list-style-type: none">Co-founded KKFARM, encompassing KKCulture's private equity arm, start-up accelerator, digital music distributor, and Taiwan's leading independent label network.Spearheaded global investment and venture-building endeavors, utilizing comprehensive expertise to propel strategic growth and triumphs.Directed prominent investments in Triller, Transparent Arts, Bitmark, OurBeat, RYM Entertainment, ChynaHouse Digital, and SKR Presents.	
Consultant, Stanford Institute for Innovation in Developing Economies, Stanford University (USA)	Feb 2022 - Present
<ul style="list-style-type: none">Pro-bono consultant for Stanford SEED, a Stanford GSB led initiative working to end the cycle of poverty by helping entrepreneurs in emerging markets to build thriving enterprises that transform lives.	
Executive Coach / Course Facilitator, Stanford Graduate School of Business, Stanford University (USA)	Sept 2020 - Present
<ul style="list-style-type: none">Member of the Executive Education teaching team for the Stanford GSB LEAD program.Courses : Critical Analytical Thinking / Strategic Leadership / Design Thinking: From Viabilities to Insights / Customer Experience Design: A Neuroscience Perspective / Leadership Agility	
Consultant, KKBOX International (Taiwan)	Nov 2015 - Jul 2016
<ul style="list-style-type: none">Spearheaded development of a cutting-edge recommendation system by directing music curators and machine learning engineers, while revamping the platform's genre categorization.	
Board Member / Principal, ChynaHouse Digital Co. Ltd (Taiwan)	Sept 2015 - Present
<ul style="list-style-type: none">As Board Chairman, I cultivated one of Taiwan's most successful indie label, signing and nurturing Mando-pop talents like Kimberley Chen, Julia Wu, ?te, Ching G Squad, and hip-hop lifestyle brand LongHuMen.	
Music Production Director , Amazing Film Studios Co. Ltd (China/Taiwan)	Jan 2013 - Oct 2015
<ul style="list-style-type: none">Oversaw music strategy and licensing for four Greater China films: The Tenants Downstairs , Cafe.Love.Waiting , Tiny Times 1.0 and Tiny Times 2.0.	
Director, A&R and Artist Development, Sony Music Entertainment (Taiwan)	Dec 2010 - Oct 2012
<ul style="list-style-type: none">Head of A&R and Artist Development and oversaw the development of 15 albums and soundtracks including the debut of Eve Ai and Kimberley Chen.	
Chief, SupaCalaFuturistic Co. Ltd (Taiwan)	Aug 2008 - Jul 2016
<ul style="list-style-type: none">Established and managed a dynamic music boutique, offering tailored music solutions to a diverse clientele across Greater China, encompassing the music, film, and brand industries.	
Musicologist, Wieden+Kennedy (China)	Jan 2009 - Mar 2009
<ul style="list-style-type: none">Conducted research and devised creative and music integration strategies to elevate Converse and Nike campaigns in China.	
Consultant, EMI Music S.E Asia (Hong Kong)	Feb 2004 - Jul 2005
<ul style="list-style-type: none">As a consultant to the CEO and Executive Director at EMI South East Asia, I made significant contributions to youth-focused strategic campaigns and managed regional urban acts. My notable work includes artist campaigns for Gorillaz, NER'D, David Bowie, Kylie Minogue, John Lennon, and Beastie Boys.	
Co-Founder / Managing Partner , The ChynaHouse Group (Singapore)	Jan 2003 - Jan 2009
<ul style="list-style-type: none">Founded the pioneering, award-winning Singapore-based music marketing/production company, becoming the first of its kind in the SEA region and partnering with EMI Music South East Asia.	
Music Producer/Songwriter/Artist, Universal Music (Singapore/Malaysia)	Jun 2000 - Sep 2004
<ul style="list-style-type: none">An award-winning discography for the region's top music artists, spanning Singapore, Malaysia, Hong Kong, Taiwan, South Korea, China, and Japan, demonstrating my early accomplishments in the industry.	

EDUCATION

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

AWARDS

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