

TERENCE LEONG

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

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EXPERIENCE

Group Chief Strategy Officer, KKCulture Inc. (Taiwan) Nov 2022 - Present

- Command group-level strategy and P&L management, bolstering growth across diverse business units leveraging extensive C-suite experience.
- Integral member of the executive leadership team and Senior Advisor to the Group CEO, offering strategic direction instrumental to meeting corporate goals.

Voting Member, The Recording Academy (USA) June 2023 - Present

- Chosen as part of the distinguished 2023 Member Class for the Recording Academy Los Angeles Chapter, contributing to the advancement of music culture and industry standards.

Group Chief Content Officer, KKCompany Inc. (Taiwan) Mar 2020 - Oct 2022

- Drove group level strategy for content initiatives and product development across all business units, infusing innovation into the process.
- Spearheaded the ideation and research development of new products, business models, and services in the media technology arena which we are market leaders in.
- Member of executive leadership team instrumental in preparing the company for IPO.

Fellow, Ideation Lab , KKCompany Inc. (Taiwan) Sept 2018 - Oct 2022

- Helmed specialized teams in research and ideation, translating emerging technologies such as machine learning, artificial intelligence, and blockchain into new businesses.
- 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

- Co-founded the blockchain-powered music collaboration platform OurSong, successfully securing \$12M in pre-Series A funding and acclaimed musician John Legend as Chief Impact Officer.
- Spearhead comprehensive strategic plans covering product development, creator collaborations and community growth, propelling OurSong towards its pioneering Web3 market position.

Co-Founder / Managing Partner / Board Member, KKFARM Co. Ltd. (Taiwan) Jul 2016 - Present

- Co-founded KKCulture's private equity arm, startup accelerator, digital music distributor, and Taiwan's largest music fund.
- Piloted global investment and venture-building initiatives, leveraging deep industry expertise to fuel a significant expansion in the artist roster and content catalogue.
- Directed prominent investments in Wrkshp, Triller, Transparent Arts, Bitmark, RYM Entertainment, ChynaHouse Digital, and SKR Presents.

Consultant, Stanford Institute for Innovation in Developing Economies, Stanford University (USA) Feb 2022 - Present

- Consultant for Stanford SEED, a Stanford GSB initiative aimed at ending poverty by aiding entrepreneurs in emerging markets to create transformative enterprises.

Executive Coach / Course Facilitator, Stanford Graduate School of Business, Stanford University (USA) Sept 2020 - Present

- 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

- Spearheaded development of a cutting-edge recommendation system by directing music curators and machine learning engineers, while revamping the platform's genre categorization.

Board Chairman / Principal, ChynaHouse Digital Co. Ltd (Taiwan) Sept 2015 - Present

- Cultivated one of Taiwan's most successful indie label, signing and nurturing 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

- Oversaw music strategy and licensing for four Chinese 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

- Championed innovative digital strategies to modernize A&R operations instrumental in driving revenue generation through the successful launch and management of 15 albums and soundtracks including the debut of Eve Ai and Kimberley Chen.

Chief, SupaCalaFuturistic Co. Ltd (Taiwan) Aug 2008 - Jul 2016

- 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.

Songwriter, Sony Music Publishing (Taiwan) Jan 2007 - Present

- Award-winning discography for top Mandopop artists including Hebe Tien, Leehom Wang, Yoga Lin, Cyndi Wang, Wilber Pan, Julia Wu, Kimberley Chen and many more.

Consultant, EMI Music S.E Asia (Hong Kong) Feb 2004 - Jul 2005

- In an advisory role to the CEO and Executive Director, played a critical part in devising youth-centric strategic campaigns and overseeing A&R for urban acts across burgeoning S.E Asian markets.
- Orchestrated the successful production of localized Asian remixes and crossover campaigns for international acts such as Gorillaz, NER'D, David Bowie, Kylie Minogue, John Lennon, and Beastie Boys, demonstrating a unique blend of musical understanding and cultural sensitivity.

Co-Founder / Managing Partner , The ChynaHouse Group (Singapore) Jan 2003 - Jan 2009

- : Established the trailblazing Singapore-based music marketing/production company, culminating in a strategic sub-label partnership with EMI Music S.E Asia.

Music Producer/Songwriter/Artist, Universal Music (Singapore/Malaysia) Jun 2000 - Sep 2004

- Award-winning discography for top artists across Singapore, Malaysia, Hong Kong, Taiwan, South Korea, China, and Japan, showcasing early industry achievements.

EDUCATION

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| 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

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| • 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 |