

TERENCE LEONG

VENTURE CAPITAL - MUSIC TECHNOLOGY - A&R - IDEATION & STRATEGY

3F, No. 57, Dun Hua S. Road Sec 1, Da-an District, Taipei, Taiwan 10605

www.linkedin.com/in/terrytyelee/

+886918020711 / tye@scf9000.com

EXPERIENCE

Managing Partner / Co-Founder, KKFARM Co. Ltd, KKBOX Group. (Taiwan)

Jul 2016 - Present

- Co-founder of KKFARM, KKBOX Group's early stage content start up investment firm, music business accelerator, digital distributor Soundscape, creating technology for today and tomorrow's music industry.
- Lead Business Ideation and Creative Strategy.
- Drive and manage investments and content creation strategy across Greater China and South East Asia.
- Identify and interpret analytics and trends for corporate strategy and financial management across the various KKBOX business units.
- Machine Learning for music curation / Music generation through deep learning.

Consultant, KKBOX (Taiwan)

Nov 2015 - Jul 2016

- Led music curators in genre optimization project for machine learning for automatic recommendation and reorganized the platform's music genre categorization.

Managing Director / Co-Founder, ChynaHouse Co. Ltd (Taiwan)

Sept 2015 - Jul 2016

- Acquired the Singapore label and its assets and rebooted the company in Taiwan developing proprietary music IP content / platforms.
- Procured funding and launched music label ChynaHouse Digital which are responsible for the debut of Julia 吳卓源 and hip hop content IP LongHuMen.

Music Production Director , Amazing Film Studios Co. Ltd (Taiwan)

Jan 2013 - Oct 2015

- Led music strategy and direction and oversaw all production direction and licensing matters 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

- Head of A&R and Artist Development and oversaw the development and releases of over 15 albums and soundtracks including Kimberley Chen , JPM , Eve Ai , Fei Yu-Ching and the soundtrack to the highly acclaimed film You Are The Apple of My Eye.
- Oversaw restructuring of A&R/artist operations resulting in the biggest increase in music/artist revenue by breaking all digital sales records post 2000.

Chief, SupaCalaFuturistic Co. Ltd (Taiwan)

Aug 2008 - Jul 2016

- Founded the creative music ideation agency providing creative music solutions to clients in the Greater China.
- Production and A&R services for top Chinese artists including Van Ness Wu, Leehom Wang, Wilber Pan, Hebe Tien, Jolin Tsai , Cyndi Wang, Kimberley Chen and R-Chord .
- A&R consulting and strategic development for music, film, TV and internet campaigns for clients including Sony Music, Universal Music and Viacom.

Musicologist, Wieden+Kennedy (Shanghai)

Jan 2009 - Mar 2009

- Market research and campaign strategy for Converse and Nike.

Consultant, EMI Music S.E Asia (Hong Kong)

Feb 2004 - Jul 2005

- 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.

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

Jan 2003 - Jan 2009

- Started the Singapore based music marketing/production company and built a successful label and music publishing business.
- Brokered partnerships wit Universal Music and EMI Music South East Asia, producing the first wave of Singaporean local acts/albums in the 21st Century including Urban Xchange, Sheikh Haikel, Pug Jelly and Alicia Pan. ChynaHouse's production team were nominated/won multiple awards in the region included the MTV Asia Awards, Anugerah Industri Music and the COMPASS Awards.
- Provided music strategy for integrated marketing campaigns with clients including Coca Cola, MTV, FedEx and the Central Narcotics Bureau of Singapore.

Music Producer/Songwriter/Artist, Universal Music (Singapore/Malaysia)

Jun 2000 - Sep 2004

- Award winning discography that spanned the region's top music artists in markets including Singapore, Malaysia, Hong Kong, Taiwan, China and Japan.

EDUCATION

Executive Certificate in Artificial Intelligence For Business Implications, Sloan School of Management, Massachusetts Institute of Technology.

2018-2018

LEAD Certificate in Corporation Innovation, Stanford GSB Executive Education - Stanford University.

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