

EXPERIENCE

<b>Group Chief Strategy Officer, KKCulture Inc. (Taiwan)</b>	Nov 2022 - Present
<ul style="list-style-type: none"><li>Lead group-level strategy, P&amp;L management, and investor relations, driving growth across business units with extensive C-level experience.</li><li>Executive leadership team member and Senior Advisor to Group CEO, providing strategic guidance to achieve corporate objectives.</li></ul>	
<b>Group Chief Content Officer, KKCompany Inc. (Taiwan)</b>	Mar 2020 - Oct 2022
<ul style="list-style-type: none"><li>Led group level strategy for content strategies and product development across all business units.</li><li>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</li></ul>	
<b>Fellow, Ideation Lab , KKBOX Group (Taiwan)</b>	Sept 2018 - Oct 2022
<ul style="list-style-type: none"><li>Led specialized teams in research and ideation of innovative business models applying emerging technologies, namely machine learning, artificial intelligence and blockchain.</li><li>Specialized in leading early stage teams to find product market fit and fast growth intrapreneurially.</li></ul>	
<b>Co-Founder / Chief Strategy Officer, Our Happy Co. Ltd. (Taiwan)</b>	Mar 2018 - Present
<ul style="list-style-type: none"><li>Co-founded the blockchain-powered music collaboration platform OURSONG, successfully securing \$12M in pre-Series A funding.</li><li>Responsible for devising strategic plans encompassing product development, creator collaborations, and community expansion.</li></ul>	
<b>Co-Founder / Managing Partner / Board Member, KKFARM Co. Ltd. (Taiwan)</b>	Jul 2016 - Present
<ul style="list-style-type: none"><li>Co-founded KKFARM, encompassing KKCulture's private equity arm, start-up accelerator, digital music distributor, and Taiwan's leading independent label network.</li><li>Spearheaded global investment and venture-building endeavors, utilizing comprehensive expertise to propel strategic growth and triumphs.</li><li>Directed prominent investments in Triller, Transparent Arts, Bitmark, OurBeat, RYM Entertainment, ChynaHouse Digital, and SKR Presents.</li></ul>	
<b>Consultant, Stanford Institute for Innovation in Developing Economies, Stanford University (USA)</b>	Feb 2022 - Present
<ul style="list-style-type: none"><li>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.</li></ul>	
<b>Executive Coach / Course Facilitator, Stanford Graduate School of Business, Stanford University (USA)</b>	Sept 2020 - Present
<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, KKBOX International (Taiwan)</b>	Nov 2015 - Jul 2016
<ul style="list-style-type: none"><li>Spearheaded development of a cutting-edge recommendation system by directing music curators and machine learning engineers, while revamping the platform's genre categorization.</li></ul>	
<b>Board Member / Principal, ChynaHouse Digital Co. Ltd (Taiwan)</b>	Sept 2015 - Present
<ul style="list-style-type: none"><li>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.</li></ul>	
<b>Music Production Director , Amazing Film Studios Co. Ltd (China/Taiwan)</b>	Jan 2013 - Oct 2015
<ul style="list-style-type: none"><li>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.</li></ul>	
<b>Director, A&amp;R and Artist Development, Sony Music Entertainment (Taiwan)</b>	Dec 2010 - Oct 2012
<ul style="list-style-type: none"><li>Head of A&amp;R and Artist Development and oversaw the development of 15 albums and soundtracks including the debut of Eve Ai and Kimberley Chen.</li></ul>	
<b>Chief, SupaCalaFuturistic Co. Ltd (Taiwan)</b>	Aug 2008 - Jul 2016
<ul style="list-style-type: none"><li>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.</li></ul>	
<b>Musicologist, Wieden+Kennedy (China)</b>	Jan 2009 - Mar 2009
<ul style="list-style-type: none"><li>Conducted research and devised creative and music integration strategies to elevate Converse and Nike campaigns in China.</li></ul>	
<b>Consultant, EMI Music S.E Asia (Hong Kong)</b>	Feb 2004 - Jul 2005
<ul style="list-style-type: none"><li>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.</li></ul>	
<b>Co-Founder / Managing Partner , The ChynaHouse Group (Singapore)</b>	Jan 2003 - Jan 2009
<ul style="list-style-type: none"><li>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.</li></ul>	
<b>Music Producer/Songwriter/Artist, Universal Music (Singapore/Malaysia)</b>	Jun 2000 - Sep 2004
<ul style="list-style-type: none"><li>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.</li></ul>	

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	2006
Favorite Singapore Artist, MTV Asia Awards. (Nominated) - Regional	2003
Best English Album (Artist/Producer), Anugerah Industri Muzik. - Malaysia	2003