

# TERENCE LEONG

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

[www.linkedin.com/in/terrytyelee/](http://www.linkedin.com/in/terrytyelee/)

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

+886918020711 / [terence.leong@sloan.mit.edu](mailto:terence.leong@sloan.mit.edu)

## EXPERIENCE

### Group Chief Content Officer, KKCompany Inc. (Taiwan)

Mar 2020 - Present

- Oversee and lead group level strategy for vision building, investor relations, content strategy and product development across all business units.
- Lead ideation and research development of new products, business models and services in emerging media technology.
- Data intelligence analysis and due diligence for content licensing, curation and investment strategies.
- Member of the executive leadership team / Senior Advisor to Group CEO.

### Fellow, Ideation Lab , KKBOX Group (Taiwan)

Sept 2018 - Present

- The Ideation Lab oversees the incubation of new technologies and products that have the potential to reshape the industry landscape.

### Co-Founder / Chief Partnerships Officer, Our Happy Co. Ltd. (Taiwan)

Mar 2018 - Present

- Co-founder of music NFT platform OURSONG.
- Member of senior management team.
- Lead partnerships and client acquisition teams.

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

Jul 2016 - Present

- Co-founder of KKFARM - KKCompany's investment arm, music business accelerator, digital distributor and Taiwan's largest independent label network.
- Manage corporate investments and venture building efforts globally.
- Led investments in Triller, Transparent Arts, Bitmark, OurBeat, RYM Entertainment, ChynaHouse Digital and SKR Records.

### Consultant, Stanford Institute for Innovation in Developing Economies, Stanford University (USA)

Feb 2022 - Present

- 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

- 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

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

### Board Member / Principal, ChynaHouse Digital Co. Ltd (Taiwan)

Sept 2015 - Present

- Acquired the Singapore label and rebooted the label in Taiwan. Currently serving as Board Chairman.
- Signed and development of new generation Mando-pop artists like Kimberley Chen, Julia Wu, ?te, Ching G Squad and lifestyle brand - LongHuMen.

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

Jan 2013 - Oct 2015

- 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

- 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

- Founded and ran the creative music boutique providing music solutions to music, film and brand clients throughout Greater China.

### Musicologist, Wieden+Kennedy (China)

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.

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

Jan 2003 - Jan 2009

- Founded the award winning Singapore-based music marketing/production company which joined EMI Music South East Asia as a partner label.

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

Jun 2000 - Sep 2004

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

## 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
- Best Arrangement, Beijing Chinese Pop Music Awards. - China
- Best English Album (Producer), Anugerah Industri Muzik. - Malaysia
- Best English Album, Anugerah Industri Muzik. - Malaysia
- Best Local Song of The Year - English, COMPASS Awards. - Singapore
- Favorite Singapore Artist, MTV Asia Awards. (Nominated) - Regional
- Best English Album (Artist/Producer), Anugerah Industri Muzik. - Malaysia

2017

2010

2009

2006

2003

2003