

TERENCE LEONG

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

www.linkedin.com/in/terrytyelee/

+886918020711 / tye@scf9000.com

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

EXPERIENCE

Group Chief Content Officer, KKBOX Group (Taiwan)

Mar 2020 - Present

- Oversee and lead group level strategy for vision building, branding, content and product development across all KKBOX Group business units.
- Drive research and development of new products and services in emerging media technology.
- Data intelligence analysis and due diligence for content licensing, curation and investment strategies.
- 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 under the guidance of the Group CEO.

Co-Founder / Head of Partnerships , Our Happy Co. Ltd, KKBOX Group (Taiwan)

Mar 2018 - Present

- Co-founder of social-music start up, OURSONG and part management team overseeing corporate finance, governance and daily operations.
- Lead partnerships and client acquisition teams.

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

Jul 2016 - Present

- Co-founder of KKFARM - KKBOX Group's investment arm, music business accelerator, digital distributor Soundscape and Taiwan's largest independent label network.
- Manage corporate investments and venture building globally, leading investments in Triller, Transparent Arts, Bitmark, ChynaHouse Digital and SKR Records.

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.

Executive Coach, Stanford Graduate School of Business (Taiwan)

Sept 2020 - Present

- Executive Coach and Facilitator for Stanford GSB Executive Education LEAD program.

Board Member, ChynaHouse Digital Co. Ltd (Taiwan)

Sept 2015 - May 2016

- Acquired the Singapore label and its assets and rebooted the label in Taiwan becoming the leading urban music label, serving as board Chairman.
- Signed and development of new generation Mando-pop artists like Julia 吳卓源 , Kimberley Chen, ?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, direction 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 and releases of over 15 albums and soundtracks.

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

EDUCATION

Executive Certificate in Management and Leadership, Sloan School of Management, Massachusetts Institute of Technology.

2018 - 2019

Distinguished Scholar: Corporate Innovation, Stanford Graduate School of Business - Stanford University.

2018 - 2020

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