

# TERENCE LEONG

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

## EXPERIENCE

### Group Chief Content Officer, KKBOX Group. (Taiwan)

Mar 2020 - Present

- Oversee group level content strategy integration across KKBOX Group business units.
- Drive music and social data intelligence research and development for content and investment strategy.

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

Sept 2018 - Present

- The Ideation Lab oversees the incubation of new technologies that have the potential to reshape the industry landscape under the direct guidance of the Group CEO.
- 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.

### Co-Founder / Head of Partnerships , OurSong Inc. (Taiwan)

Mar 2018 - Present

- OurSong is a reimagination of the music collecting experience inspired by the golden era of vinyl, cassettes and CDs, while integrating the best elements of present day social media, bringing musicians and their core fans closer together in a manner befitting the Digital Age.

### 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.
- KKFARM is currently one of Greater China's largest private equity music content and technology funds.
- Drive and manage corporate, investments and content strategy across Greater China and South East Asia.

### 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 seed funding and launched music label ChynaHouse Digital Co. Ltd. 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 record breaking digital sales records post 2000 era.

### Chief, SupaCalaFuturistic Co. Ltd (Taiwan)

Aug 2008 - Jul 2016

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

### 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

- Founded the Singapore based music marketing/production company and brokered partnerships wit Universal Music and EMI Music South East Asia and led team to be 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 and FedEx.

### 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

Stanford LEAD: Corporate Innovation Certificate, Stanford Graduate School of Business - 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