

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

+886918020711 / [tye@scf9000.com](mailto: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 - Implications For Business Strategy, Sloan School of Management, Massachusetts Institute of Technology.

2018 - 2018

LEAD Certificate in Corporation Innovation, 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