

# TERENCE LEONG

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

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## 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.

### Co-Founder, Our Happy Co. Ltd, KK Ventures (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 / 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.
- Critical Analytical Thinking ( Professor Haim Mendelson ) /Strategic Leadership (Professor William P. Barnett and Professor Jesper B. Sørensen) / Design Thinking : From Viability to Insights (Professor Stefanos A. Zenious) /Customer Experience Design: A Neuroscience Perspective (Professor Baba Shiv and Ms. Janaki Kumar)

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

Sept 2015 - Present

- 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 wining 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

Stanford LEAD Distinguished Scholar: Corporate Innovation, Stanford Graduate School of Business - Stanford University.  
Executive Certificate in Management and Leadership, Sloan School of Management, Massachusetts Institute of Technology.  
Masters of Arts in Mass Communications, Oklahoma City University.  
Bachelor of Science in Commerce - Finance and Mass Communications, Santa Clara University.

2018 - 2021

2018 - 2019

2002 - 2004

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

2003