

TERENCE LEONG

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

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EXPERIENCE

- Group Chief Strategy Officer, KKCulture Inc. (Taiwan)** **Nov 2022 - Present**
- Command group-level strategy and P&L management, bolstering growth across diverse business units leveraging extensive C-suite experience.
 - Integral member of the executive leadership team and Senior Advisor to the Group CEO, offering strategic direction instrumental to meeting corporate goals.
- Voting Member, The Recording Academy (USA)** **June 2023 - Present**
- Chosen as part of the distinguished 2023 Member Class for the Recording Academy Los Angeles Chapter, contributing to the advancement of music culture and industry standards.
- Group Chief Content Officer, KKCompany Inc. (Taiwan)** **Mar 2020 - Oct 2022**
- Drove group level strategy for content initiatives and product development across all business units, infusing innovation into the process.
 - Spearheaded the ideation and research development of new products, business models, and services in the media technology arena which we are market leaders in.
 - Member of executive leadership team instrumental in preparing the company for IPO.
- Fellow, Ideation Lab , KKCompany Inc. (Taiwan)** **Sept 2018 - Oct 2022**
- Helmed specialized teams in research and ideation, translating emerging technologies such as machine learning, artificial intelligence, and blockchain into new businesses.
 - Specialized in leading early stage teams to find product market fit and fast growth intrapreneurially.
- Co-Founder / Chief Strategy Officer, Our Happy Co. Ltd. (Taiwan)** **Mar 2018 - Present**
- Co-founded the blockchain-powered music collaboration platform OurSong, successfully securing \$12M in pre-Series A funding and acclaimed musician John Legend as Chief Impact Officer.
 - Spearhead comprehensive strategic plans covering product development, creator collaborations and community growth, propelling OurSong towards its pioneering Web3 market position.
- Co-Founder / Managing Partner / Board Member, KKFARM Co. Ltd. (Taiwan)** **Jul 2016 - Present**
- Co-founded KKCulture's private equity arm, startup accelerator, digital music distributor, and Taiwan's largest music fund.
 - Piloted global investment and venture-building initiatives, leveraging deep industry expertise to fuel a significant expansion in the artist roster and content catalogue.
 - Directed prominent investments in Wrkshp, Triller, Transparent Arts, Bitmark, RYM Entertainment, ChynaHouse Digital, and SKR Presents.
- Consultant, Stanford Institute for Innovation in Developing Economies, Stanford University (USA)** **Feb 2022 - Present**
- Consultant for Stanford SEED, a Stanford GSB initiative aimed at ending poverty by aiding entrepreneurs in emerging markets to create transformative enterprises.
- 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**
- Spearheaded development of a cutting-edge recommendation system by directing music curators and machine learning engineers, while revamping the platform's genre categorization.
- Board Chairman / Principal, ChynaHouse Digital Co. Ltd (Taiwan)** **Sept 2015 - Present**
- Cultivated one of Taiwan's most successful indie label, signing and nurturing talents like Kimberley Chen, Julia Wu, ?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 and licensing for four Chinese 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**
- Championed innovative digital strategies to modernize A&R operations instrumental in driving revenue generation through the successful launch and management of 15 albums and soundtracks including the debut of Eve Ai and Kimberley Chen.
- Chief, SupaCalaFuturistic Co. Ltd (Taiwan)** **Aug 2008 - Jul 2016**
- Established and managed a dynamic music boutique, offering tailored music solutions to a diverse clientele across Greater China, encompassing the music, film, and brand industries.
- Songwriter, Sony Music Publishing (Taiwan)** **Jan 2007 - Present**
- Award-winning discography for top Mandopop artists including Hebe Tien, Leehom Wang, Yoga Lin, Cyndi Wang, Wilber Pan, Julia Wu, Kimberley Chen and many more.
- Consultant, EMI Music S.E Asia (Hong Kong)** **Feb 2004 - Jul 2005**
- In an advisory role to the CEO and Executive Director, played a critical part in devising youth-centric strategic campaigns and overseeing A&R for urban acts across burgeoning S.E Asian markets.
 - Orchestrated the successful production of localized Asian remixes and crossover campaigns for international acts such as Gorillaz, NER'D, David Bowie, Kylie Minogue, John Lennon, and Beastie Boys, demonstrating a unique blend of musical understanding and cultural sensitivity.
- Co-Founder / Managing Partner , The ChynaHouse Group (Singapore)** **Jan 2003 - Jan 2009**
- : Established the trailblazing Singapore-based music marketing/production company, culminating in a strategic sub-label partnership with EMI Music S.E Asia.
- Music Producer/Songwriter/Artist, Universal Music (Singapore/Malaysia)** **Jun 2000 - Sep 2004**
- Award-winning discography for top artists across Singapore, Malaysia, Hong Kong, Taiwan, South Korea, China, and Japan, showcasing early industry achievements.

EDUCATION

- 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**
- Master 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**