



Chih Ming (James) Huang

SENIOR EXECUTIVE • WEB3, AI, GROWTH & STRATEGIC PARTNERSHIPS

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EXECUTIVE PROFILE

Founder and senior executive with 15+ years of experience building, scaling, and commercializing technology-driven businesses across APAC, with deep focus on Web3, AI, digital assets, sports technology, and digital transformation. Proven track record in strategic partnerships, ecosystem development, cross-border GTM, user growth, and regional market expansion across Japan, Korea, Greater China, and Southeast Asia. Strong ability to translate complex AI, data, blockchain, and consumer technology products into market narratives, partner adoption, scalable growth, and commercial revenue. Fluent in four languages with extensive leadership experience across founder-led, high-growth, and multinational environments.

CORE COMPETENCIES

- Strategic Partnerships
- Web3 / AI GTM
- Cross-Border Growth
- Ecosystem Development
- Brand & Product Marketing
- Enterprise & Partner BD
- APAC Market Expansion
- User Growth & Adoption
- Team / P&L Leadership

PROFESSIONAL EXPERIENCE

Status Network | IFT (Institute of Free Technology) 2024 – Present

Head of Business Development & Regional Marketing, Asia

- Lead Asia business development, ecosystem growth, and regional marketing for Status Network / IFT, a Web3 infrastructure and SNT ecosystem platform, building pipelines across Japan, Korea, Greater China, and Southeast Asia with founders, developers, DeFi teams, gaming projects, wallets, exchanges, and ecosystem partners.
- Drive startup scouting, strategic pitching, grants-related initiatives, partner campaigns, and market-entry programs, helping identify high-potential teams, shape regional growth strategy, and translate technical platform capabilities into user adoption, ecosystem engagement, and commercial opportunities.
- Act as a cross-functional bridge between global product, community, marketing, and regional stakeholders, aligning GTM execution, content direction, events, partner feedback, and ecosystem storytelling to support adoption across AI, gaming, DeFi, prediction-market-adjacent, and emerging Web3 sectors.

Future Arena Group

2016 – 2024

Co-Founder & Chief Revenue Officer

- Co-founded and scaled a sports technology, IP monetization, and digital growth company to USD \$15M in annual revenue prior to a successful strategic exit, leading commercial strategy, marketing growth, strategic partnerships, regional expansion, and P&L development across Asia.
- Built the Asia business for Wyscout-later Hudl Wyscout, a leading Sports AI, video intelligence, scouting, performance analytics, and data platform-driving market entry, customer education, product positioning, and broad adoption across key Asian markets.

- Led regional commercialization initiatives spanning tokenized fan engagement, digital assets, sports content, online/offline campaigns, sponsorship-style activations, and audience growth programs, including collaboration with Socios.com on fan-token initiatives that expanded Web3 adoption across Asian markets.
- Secured and managed over 100 strategic partnerships across Asia with enterprise, media, gaming, sports-rights, technology, and luxury stakeholders such as KONAMI, UEFA, AMD, Hearst, and LVMH, while leading complex cross-border negotiations, senior relationship management, and co-marketing initiatives.

Hearst

2014 – 2016

Corporate Digital Strategy & Marketing Director

- Built and executed the digital transformation and brand growth roadmap for a major media group, shifting traditional publishing models toward scalable digital platforms, audience engagement, integrated marketing, content monetization, and new revenue streams.
- Developed innovative digital business models, branded content strategies, social campaigns, and data-driven commercial programs that generated ¥15M RMB in incremental digital revenue within 12 months.
- Built, led, and developed a 30-person cross-functional team spanning content, marketing, commercial operations, digital execution, agency coordination, and partner-facing initiatives.

Ogilvy

2012 – 2014

Senior Consultant, Digital Strategy

- Led integrated digital strategy, brand campaigns, social programs, go-to-market initiatives, and consumer engagement programs for leading international clients, including LVMH, Mary Kay, and Goodyear.
- Managed high-value client portfolios and spearheaded key account pitches, directly contributing to over 50% of the digital department's total annual revenue through strategy, content, social, and campaign-led growth.

FHBlogs

2007 – 2012

Co-Founder & Business Director

- Co-founded and scaled an early-stage digital consultancy in Taiwan, delivering digital strategy, content marketing, community growth, social campaigns, and commercial solutions for global and regional clients.
- Grew the business from a boutique startup into a profitable agency and completed a successful acquisition in 2012, building early founder-level experience in digital growth, client development, and team leadership.

EDUCATION

Master of Management , <i>ESCP Europe</i>	Paris, France
Bachelor of Life Science (Biotechnology) , <i>National Taiwan University (NTU)</i>	Taipei, Taiwan
Diplome , <i>University of Washington</i>	Seattle, WA, USA

LANGUAGES

Chinese (Mandarin) : Native	English : Fluent
Japanese : Fluent	French : Fluent