



Chih Ming (James) Huang

SENIOR EXECUTIVE • APAC COMMERCIAL LEADERSHIP, GTM, BD & MARKETING

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EXECUTIVE PROFILE

Founder and senior commercial executive with 15+ years of experience building and scaling AI, data, Web3, digital media, consumer, and enterprise technology businesses across APAC. Proven across commercial strategy, 0-to-1 market entry, enterprise and channel BD, strategic partnerships, brand and growth marketing, revenue ownership, team building, and P&L leadership. Experienced in translating complex products into clear market value and aligning global and local stakeholders across Japan, Korea, Greater China, Taiwan, and Southeast Asia.

CORE COMPETENCIES

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|--------------------------|----------------------------------|----------------------------|
| ■ Commercial Strategy | ■ APAC GTM & Expansion | ■ Enterprise / Channel BD |
| ■ Strategic Partnerships | ■ AI / Web3
Commercialization | ■ Brand & Growth Marketing |
| ■ Revenue & P&L | ■ Executive Stakeholders | ■ Team & Org Leadership |

PROFESSIONAL EXPERIENCE

IFT (Institute of Free Technology) | Status Network **2024 – 2026**

Head of Business Development, Ecosystem & Regional Marketing, Asia

- Led Asia business development, ecosystem growth, and regional marketing for Status Network L2 / IFT, building partner and opportunity pipelines across Japan, Korea, Greater China, Taiwan, and Southeast Asia with founders, developers, AI-enabled projects, gaming teams, and technology infrastructure partners.
- Owned strategic pitching, partner qualification, market-entry programs, ecosystem initiatives, grants / investment-related discussions, and regional campaigns, translating technical capabilities into commercial adoption and growth opportunities.
- Aligned product, engineering-adjacent, marketing, developer, and regional stakeholders across AI, consumer technology, gaming, and Web3 infrastructure, turning market feedback into GTM execution while supporting Status Network / Status L2's strategic integration into the Linea ecosystem.

Future Arena Group

2016 – 2024

Co-Founder & Chief Revenue Officer

- Co-founded and scaled a sports technology, AI/data, IP monetization, and digital growth company to USD \$15M annual revenue before a successful strategic exit, leading commercial strategy, enterprise and channel sales, partnerships, marketing, regional expansion, team development, and P&L ownership across Asia.
- Built the Asia business for Wyscout--later Hudl Wyscout, a Sports AI, video intelligence, analytics, and data platform--driving market entry, product positioning, customer education, pricing, partner development, and adoption.

- Led commercialization across AI/data products, digital platforms, sports content, gaming/media campaigns, audience growth, and tokenized fan engagement through Socios.com, connecting technology and content with customer and partner value.
- Secured and managed 100+ strategic partnerships across Asia with enterprise, media, gaming, sports-rights, technology, and luxury stakeholders including KONAMI, UEFA, AMD, Hearst, and LVMH.

Hearst

2014 – 2016

Corporate Digital Strategy & Marketing Director

- Built and executed the digital transformation, brand, and commercial growth roadmap for a major media group, shifting publishing toward scalable digital platforms, audience engagement, integrated marketing, and data-driven revenue.
- Developed digital business models, branded content, social campaigns, partner programs, and data-driven commercial initiatives that generated RMB 15M in incremental digital revenue within 12 months.
- Built and led 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 digital strategy, brand and growth campaigns, GTM initiatives, customer engagement, and partner-led marketing for international clients including LVMH, Mary Kay, and Goodyear.
- Managed high-value client portfolios and key account pitches, contributing over 50% of the digital department's annual revenue through strategy, customer insight, partnership development, 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, founder-led business development, and commercial solutions.
- Grew the business into a profitable agency and completed a successful acquisition in 2012, building experience in company formation, client acquisition, partner development, and team leadership.

EDUCATION

Master of Management, ESCP Europe

Paris, France

Bachelor of Life Science (Biotechnology), National Taiwan University (NTU) Taipei, Taiwan

Diplome, University of Washington

Seattle, WA

LANGUAGES

Chinese (Mandarin): Native

English: Fluent

Japanese: Fluent

French: Fluent