

Bing Chen is an impact founder, investor, and new world builder, leveraging storytelling and systems to deliver greater socioeconomic equity. He is President and Co-founder of Gold House, the premier collective of multicultural founders, creative voices, and leaders dedicated to systemically unlocking socioeconomic equity for new majority communities (fastest-growing but traditionally-underserved) and cultures. He is also General Partner and Co-founder of AUM Group, a top multicultural film fund; and serves as a Board Director and Senior Advisor to several of the world's most promising digital media companies including Google's Global Marketing Board, Snap's Yellow Incubator, Omnicom's Sparks & Honey, Baobab Studios (world's leading virtual reality animation studio), Oura Health (leading sleep tracker platform), Musely (leading e-dermatologist and wellness platform), as well as Fortune 500 firms and new majority market governments.

Previously, he was YouTube's Global Head of Creator Development and Management, where he was one of the original and principal architects of the multi-billion dollar influencer ecosystem. There, he was responsible for the worldwide program strategy that engaged more than 300 million content creators across 70 countries, co-leading ventures such as the global expansion and evolution of the YouTube Partner Program; the company's flagship talent incubator; the launch of Watch Time (the guiding algorithm of the platform); YouTube's original investments in major industry engagements like VidCon (largest online video convention), the DigiTour (largest digital star tour), and YouTube FanFest (largest fan festival); and programs to elevate YouTube's top native stars to superstardom. He began his YouTube tenure as the company's first Creator Marketing Manager and remains a trusted confidant to hundreds of creative artists around the world.

Bing is most passionate about enabling self-expression and actualization for new majority communities, a fervor that extends to his philanthropic work (Board Director of Coalition of Asian Pacifics in Entertainment, Asia Society, etc.). He is a Forbes 30 Under 30 honoree; a Hollywood Reporter Next Gen Leader; a Hollywood Reporter Most Influential Agent of Change; ABC News History Maker; ADCOLOR Catalyst Award Honoree; Asia Society Asia 21 Young Leader; Magic Johnson's 32 Under 32 Leader; Asian Chamber of Commerce Entrepreneur of the Year; and his companies have been recognized as Business Insider's Top Startups; AdWeek's Top Digital Media Startups; and more. He is also a World Economic Forum Global Shaper, One Young World Ambassador, Committee of 100 Next Gen Ambassador, and member of the Streamy Awards Blue Ribbon Panel. Bing graduated from the University of Pennsylvania with a degree in Creative Writing. He is a third culture kid across North America and Asia, finally graduating from the University of Pennsylvania with a degree in Creative Writing. He was born in Knoxville, Tennessee, which becomes obvious at \$11.99 buffets.