



Bing Chen
Entrepreneur and Co-Founder
Gold House

Bing Chen co-founded Gold House, a collective of pioneering Asian founders, creative voices and leaders dedicated to building a global, cross-cultural legacy. A serial digital media entrepreneur and investor, he previously was YouTube's Global Head of Creator Development and Management and one of the original architects of the 500-million creator, multibillion-dollar influencer ecosystem. Chen strives to enable self-expression for new-majority communities, a passion that extends to his Board and Advisory positions, including Bytedance, Baobab Studios, Packagd and Sparks & Honey, and philanthropic work for, among others, the Coalition of Asian Pacifics in Entertainment and Asia Society Southern California. He and his companies have been recognized by the *Forbes* 30 Under 30 list, *The Hollywood Reporter's* 35 Under 35 and Magic Johnson's 32 Under 32, among others. Chen studied creative writing at the University of Pennsylvania and hails from Knoxville, Tenn., which becomes obvious at \$11.99 buffets.

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Chen 联合创办了 Gold House：汇聚富有创新精神的亚洲企业家、创意人，致力建立全球跨文化产业领导者的服务平台。作为数字媒体企业家和投资人，Chen 曾是 YouTube 创作者项目的全球负责人，是这家活跃着 5 亿创意人、市值数亿的视频网站创始人之一。Chen 致力于为新兴群体实现自我表达，热衷于为董事会和咨询机构提供建议，其中包括 Bytedance，Baobab Studios，Packagd 和 Sparks & Honey；以及非营利性组织，其中包括亚太地区娱乐联盟 CAPE 和亚洲协会南加州分会 ASSC。他和他的公司登上《福布斯》30 岁以下精英、《好莱坞报道》35 岁以下精英、Magic Johnson 32 岁以下精英的榜单。Chen 曾在宾夕法尼亚大学学习创意写作，来自以 11.99 美元自助餐闻名的田纳西州诺克斯维尔。