

Brian A. Wong

Brian is an experienced Internet media executive and angel investor with 16+ years of management and operations experience in e-commerce and media.

He presently manages his private investments through Seacliff Partners Limited, providing seed capital and mentoring to consumer-oriented start-ups in e-commerce, digital media/entertainment, and hospitality and F&B (QSR) industries.

Previously he served as CEO of alive.cn and alivenotdead.com, an online network that connects celebrities and sponsors for creative collaborations and brokers celebrity endorsements with major brands through social media.

Prior to this, Brian was a senior executive at Alibaba.com, China's largest e-commerce company for nearly 10 years. As the 52nd employee, he helped build the business from an apartment start-up to a multi-billion dollar operation that is now one of the world's leading e-Commerce companies. During Alibaba.com's development, Brian played a myriad of roles from Chief Producer, to Senior Director of Marketing and Strategic Business Development, VP of Global Sales, and most recently VP of Supplier Development. During that time Brian established and managed numerous teams in China, India, the U.S., Korea, Vietnam, Malaysia, Brazil, and the U.K. and Turkey.

Before and in between Brian's time at Alibaba.com he held roles as an executive at the McGraw-Hill Companies corporate strategy group, as a management consultant in Hong Kong and San Francisco, and as Special Assistant to Mayor Willie L. Brown of San Francisco.

Brian has been featured as a speaker at numerous major internet-related conferences, as an advisor to multi-lateral and government organizations and has been interviewed in the media by publications such as Bloomberg, CNBC, Fast Company, and WSJ.

He grew up in Palo Alto, CA, and earned his BA from Swarthmore College, a Master's Certificate from The Johns Hopkins University (SAIS)-Nanjing University Center, and an MBA from The Wharton School. He is a member of the Wharton Executive Alumni Board, the Hong Kong Forum and the 1990 Institute.