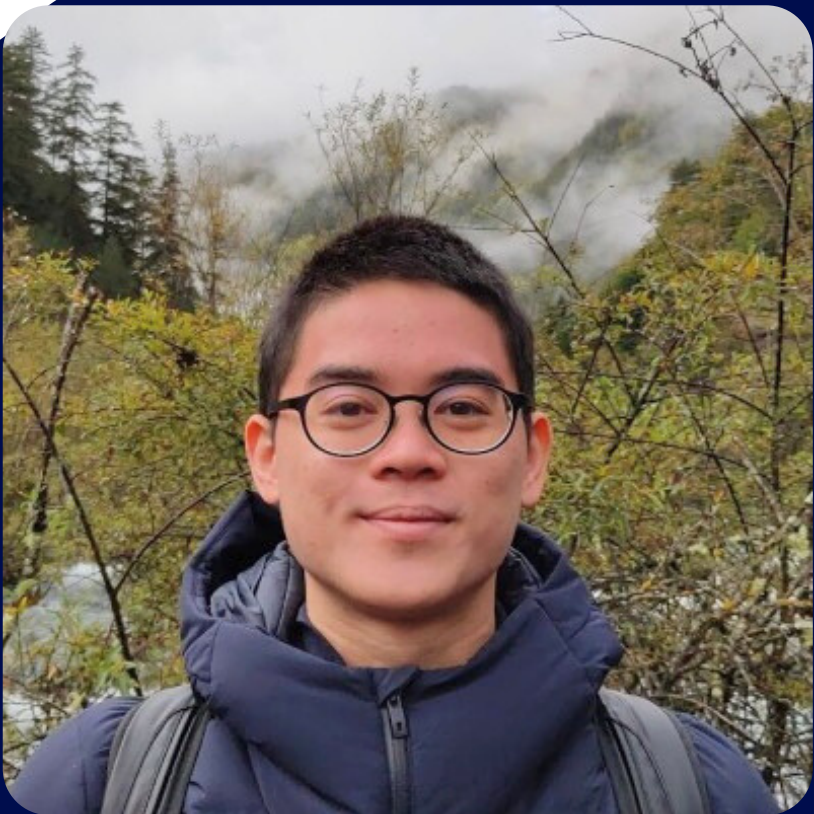


ISB LEADERSHIP TALK SERIES

Esports: More Than a Game

4:00 pm to 5:30 pm on Thursday, September 28

Speaker BIOS



Ivan Tsang graduated from ISB in 2014. Currently based in Hong Kong and Shenzhen, he has been working as an interactive cinema multi-media designer at Tencent Games for 4+ years. Prior to returning to China, Ivan was a student at USC (University of Southern California) School of Cinematic Arts, majoring in Interactive Media & Game Design with an emphasis in Screenwriting and 3D Animation. After college, Ivan published an independent game (as the lead game designer and artist) that has been nominated at IndieCade 2017 International Game Festival (“Oblige”) and worked as a lead artist for a VR Health Game from 2018-2019. From 2019 onwards, Ivan has worked to incubate and publish multiple interactive films and narrative games at Tencent, having to work as a designer as well as assistant director on film production sets.

Lexy Chiu graduated from ISB in 2011 and is currently CEO of investment company Fuwah International Group. After graduation from Boston University with a bachelor’s degree in business administration in 2015, Lexy interned at Forbes and Shanghai Tang for three months but has always found a passion in gaming. She decided to apply to Riot Games and worked with the team from 2015 to 2022. Initially, Lexy was hired as a Business Development Rotation trainee. She had the opportunity to see all aspects of a gaming company, from an idea to fully blossoming published game, and into an ecosystem with players and professional players. She then was promoted to Senior Product Manager of Fight for the Golden Spatula. Lexy started this product with one other Rioter, overlooking all aspects of game design, including concept, visualization, publishing, and monetization. Lexy and her team finally turned this dream into an actual mobile game which is still ranked top 3 on IOS China game charts.



Eugene Tseng graduated from ISB in 2010 and is currently based in Shanghai, as the Director of International Business Development at tech company GCCAlliance. During his time in college, Eugene was a professional esports player. After graduating with a full-ride esports scholarship from the University of Texas at Arlington and winning a collegiate championship, he helped to establish the Texas esports scene, including the largest dedicated esports stadium in the U.S. Eugene also coached professional esports teams and the collegiate esports team at the University of California, Irvine. In 2019, he moved to China and cofounded an esports consulting and events startup. In 2020, he conceptualized, hosted, and commentated the first and largest international third-party Teamfight Tactics event, the Starside Invitational.