

Speaker Biographies

Humphrey Ho Managing Partner Hylink USA

Humphrey Ho serves as Managing Director for Hylink Digital, US. Humphrey is an integral part of the agency's strategic partnerships, business development, talent deployment, internalization, and globalization processes - helping brands both in China and in the US better navigate each market. He brings with him a wealth of international branding experience across the automotive, tech, fashion, and travel industries, and his unique business background has truly been essential to the work of spearheading efforts in content licensing, digital media acquisitions, and partnerships.

Before joining Hylink, he held positions as Strategic Partnerships Leader at Google, Director of Business Operations at Leagas Delaney Shanghai, Business Director at Wieden+Kennedy, and Senior Director of Marketing at Dynamic Tire Corp. He earned his Honours Bachelor of Science (H.BSc) in Neuroscience at the University of Toronto, as well as an MBA in IT Management from Ryerson University.

Mark Matsumoto CEO ETEC

Mark Matsumoto is founder and CEO, of California ETEC, a leading exporter of U.S. training services and student recruitment in Asia. Mr. Matsumoto has more than 25 years experience conducting business international. On May 16, 2016, his organization received the President's "E Star" Award for service exporting excellence. Mr. Matsumoto also operates a trading company, Network International Exports, selling to Asia and the Middle East. In 2014, Matsumoto co-authored the book, Exporting in the Connected World. Matsumoto speaks frequently on topics of Doing Business in Asia, Internet based exporting and Cross Border E-Commerce. Matsumoto is also a past Chairman of the Southern California District Export Council appointed by the U.S. Secretary of Commerce. Matsumoto is a graduate of UC Berkeley.