

DANA LEONG

- US Musical Ambassador - Grammy Winning Artist
- Creative Director - World Economic Forum Young Global Leader

PROFILE

Two-Time Grammy Award winning musician, Chief Executive Officer, & Creative Director from the San Francisco Bay Area with over two decades experience building & managing international creative industry teams. His work reaches over 100MM viewers, is licensed on screen by globally recognized campaigns & debuts at #1 on iTunes Electronic Music Charts. Known for mixing mediums from traditional instruments such as his electric cello & trombone with hi-tech genre-bending music & visuals, he is a leading innovator at the intersection of music, technology & wellness.

PROFESSIONAL EXPERIENCE

Grammy Recording Artist & Composer 1996 to Present
Public Speaker
Global

Perform live in 42 countries & counting. Create at renowned performance centers, global leadership conferences, for films & brand activations.

Two-Time Grammy Award Winner “Panamericana” collaboration with Paquito D’Rivera (Best Latin Jazz Album of the Year, Best Classical Composition). US Music Ambassador to 7 countries.

TEKTONIKstudio.org, Founder & Creative Director
USA, China, Japan 2001 to Present

20+ years international experience building & managing diverse teams in digital audio: HD, Surround, 3D/Ambisonic, Binaural, 4D immersive environments. Identify & implement best applications for studio projects. Build & manage a team of 12 creatives & entertainment business professionals; composing & licensing music for multiple “on-screen” mediums: film, game, sound design, brand campaigns & immersive experiences. Oversee music licensing with international brands & organizations: Hermès, Virgin Galactic, Porsche, Infiniti, ESPN, New York Fashion Week, Mont Blanc, HTC Vive & Tribeca Film Festival. Serve as creative director pioneering high end productions such as **music with VR art**, **music creation with artificial intelligence**, aerial dance, projection mapping & 1st international fashion shows for luxury brands such as Prada & Hugo Boss reaching millions of new APAC consumers.

Naked Hub / WeWork Asia, Creative Consultant 2016 to 2020
China, Hong Kong

Manage media studio buildouts & operations from concept to completion with Naked Hub/WeWork in fast paced international markets Shanghai, Beijing & Hong Kong. Build full teams of studio designers, IT, construction, creative talents: (composers, video editors, subtitling/translation, mix/mastering engineers) & business development: (project managers, legal). Curate & manage community-growth initiatives driving membership/media studio usage including weekly performances, AirBnB experience tours & panel discussions featuring industry leaders.








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CONTACT INFO

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[LinkedIn](#)

AREAS OF EXPERTISE

Music Performance & Public Speaking 
20+ Years of International Team Building & Management 
Early Trend & Pattern Recognition 
Music Software Recording/DAW/Notation/Editing/Mixing/Mastering/Sound Design/AI Music Engines 
Photo/Video Editing Software 
Large Scale Event & Broadcast Production 
Networking & Promotion 

EDUCATION

Pre-College, Music Composition & Performance
Stanford University

B.A, Music Performance, Studio Technology Composition
Manhattan School of Music

Leadership & Public Policy
Harvard Kennedy School of Government

LANGUAGES

English (Native)
Japanese (Conversational)
Mandarin (Survival)

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PROFESSIONAL EXPERIENCE (Continued)

World Economic Forum, Young Global Leader (Arts & Culture Division)

2015 to 2020

Collaborate with Forum's Arts & Culture Division on curation concepts for Davos Congress, regional conferences & Young Global Leader Community Summits. Lead design & 100% virtual reboot & transition of community broadcasts, with mental wellness & music meditation themes, during pandemic for key Forum events, driving 50% increase in engagement & audience retention in participant groups: (100 presidents of nations & 1,500 executives.)

TEKTONIKmusic.org, Founder & CEO

2011 to Present

UBS Global Visionary Social Entrepreneurship, TEKTONIK Music unites artists across mediums from music to visual & culinary. After Leong's family distraught by the 2011 earthquake in Japan, he founds the initiative using music & art as a storytelling vehicle to remediate negative impact on people & geographies affected by disaster, stress & trauma. Focusing the healing power of music & art, TEKTONIK Music mixes electronic beats, visuals & ancient traditional arts in one-of-a-kind uplifting sensory experiences. I create strategic partnerships with Alibaba & World Economic Forum bringing over **100 million unique views to TEKTONIK content. Negotiate TEKTONIK Music content licenses** with Google Wellness (APAC), Four Seasons, TEDxShanghai, Save the Children, United Nations, UBS, The Rubin Museum NYC & Shanghai Fashion Week. I build artist networks from 10 countries who collaborate in the TEKTONIK Music community.

Fudan University Fanhai International School of Finance Professor of Responsible Entrepreneurship & Culture Shanghai, China

2018 to 2021

Curate curriculum & deliver lecture demonstrations to EMBA & MBA students. Work with Dean of Finance & Program Lead to scale from zero to five hundred international top tier students within three years.

FELA! On Broadway, Guest Musical Director

2010-2011 Season

Collaborate with show's creative team, overseeing all musical production aspects including casting performers, hiring orchestra, directing vocal & music rehearsals & conducting the orchestra in performance.

Bandaloop, Creative Director USA

2011 to 2013

Leader of content & marketing reboot for aerial dance company during turnaround **from near bankruptcy to a \$2MM US dollar annual budget** between 2011 to 2013. Collaborate with executive director & marketing to redesign creative content, stage production & negotiation of music licensing. Hire & scale new digital marketing team & identify & sign booking agency partnerships which boost company's national TV media exposure & 600% increase in annual global appearances.

CAREER MILESTONES

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| • Researcher Content Creator LinkedIn Creator Accelerator Program | 2022-2023 |
| • Composer DeepMusic.ai Ai Symphony Commission | 2022 |
| • Music Composer <i>WeThe15</i> Tokyo & Beijing Olympics (Coca Cola) | 2020-2022 |
| • Keynote Speaker Performer Accenture <i>Momentum</i> Managing Directors' Graduation | 2021 |
| • Keynote Speaker Performer World Economic Forum Young Global Leader Graduation Ceremony | 2020 |
| • Keynote Speaker Performer Dell Digital Future Forum Singapore | 2020 |
| • Invited to perform for Armenian President Armen Sarkissian at the Aurora Prize Ceremony | 2019 |
| • Feature Presenter at the Global Teacher Prize Ceremony (Dubai) with founder Sunny Varkey & Senior Advisor President Bill Clinton | 2015, 2016, 2019 |

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- Feature Speaker TEDxShanghai 2016, 2017, 2018
- Composer Performer AMTD World Economic Forum Davos Congress Opening Ceremony 2018
- Composer, Co-Producer Hong Kong Jockey Club TaiKwoon Art Center Opening Ceremony 2018
- TEKTONIK & Dana Leong named UBS Global Visionary Top 10 Global Social Entrepreneurship 2017
- World Economic Forum United Nations Sustainable Development Goals Advisory Board 2016-present
- Feature Speaker Performer at Alibaba Xin Philanthropy Conference with Jack Ma, Jet Li, Yao Ming, Ban Ki-Moon & Gordon Brown 2016
- Feature Speaker Performer United Nations Week "Global Compact Night of Pioneers" 2016
- Headline Performer MTV Unplugged JazzOpen Stuttgart (audience capacity 12,000) 2016
- Inductee World Economic Forum Young Global Leaders Community 2015
- Headline Keynote Performer Save the Children Gala Hong Kong; raise \$6.5MM 2015
- Composer Performer Closing Ceremony Speaker at World Economic Forum Annual Meeting of Champions" Summer Davos; Premiere of multi-disciplinary musical composition "illumination: *Pillars of Global Prosperity*" 2015
- Composer Performer Team on Harry Belafonte's album for social justice & anti-gun violence with Pharrell Williams, Alicia Keys, John Legend & Aloe Blacc; 2015
- Charity Performance New York Asian Women's Center Gala raised \$358,000 for children of domestic violence survivors 2015
- Closing Ceremony Composer Performer World Economic Forum Young Global Leader Summit incorporating Emotiv Brain Scanner technology with neuroscientist Olivier Oullier, customized OS controlling DJ & visual software & wireless transmission of brain wave signals into sound reactive visual art 2015
- TEKTONIK Music presented by Dana Leong, New York Rubin Museum concert season 2015-16
- Producer Composer Performer, DJ Qbert Exxxtraterrestria Album Debuted at #1 on iTunes electronic music chart 2015
- Composer Performer Closing Ceremony Speaker, World Economic Forum Annual Meeting of Champions Summer Davos Tianjin: Premiere collaboration with DJ Qbert 2014
- Youngest Music Professor at 16, Stanford University Summer Jazz Workshop 1996 to Present
- Clinician Berklee College of Music String week with Grammy Violinist Mark O'Connor 2014
- Opening Ceremony Keynote Speaker/Performer "NAMM (*National Association of Music Merchants*)" conference alongside Randy Jackson, Sarah McLachlan & Yamaha President Tak Nakata 2013
- Content Creator & Event Producer at New York Asian American Arts Alliance's "Locating the Sacred Festival" at The New Museum 2013
- Music Composer Performer, "The Sound of Folktales" (multimedia piece for digital animation & hybrid Asian-Western-electronic chamber orchestra) Hong Kong Sha Tin Philharmonic Hall 2013
- Official Music Composer Performer "World Saver Awards" honoring Sir Richard Branson, I.M. Pei, Hillary Clinton & Mayor Bloomberg 2012
- Guest Musical Director Finale Season TONY Award Winning "FELA!" 2012
- Official Music Composer, Sir Richard Branson's Virgin Galactic Maiden Voyage space shuttle launch from Space Port New Mexico 2012
- Music Composer Performer, A City Reimagined NPR 10 Year 9/11 Anniversary Live Broadcast 2011
- Official Music Composer Performer US OPEN Tennis Championship Opening Ceremony 2011
- Composer in Residence – MOCA (Museum of Chinese in America) 2010 to 2016
- Creator Composer Performer – 'LIFE AFTER DARK' '(documentary & live music) New York Apollo Theater Premiere 2009
- Professor of Music at Belmont University Conservatory Nashville Strings Crossings Summer Workshops 2007-2010
- United States Musical Ambassador The Rhythm Road: *American Music Abroad* Production of Jazz at Lincoln Center & the U.S. State Department of Cultural Affairs. Tour 7 countries in Southeast Asia & S. America, performing all original works & giving workshops in local university, young students, community members & television & radio audiences. 2007-2013
- Certified Yamaha Clinician (Cello, Trombone, Music Technology) 2010 to Present