Christopher Cheung

chris.y.cheung@gmail.com   linkedin.com/in/cheung-chris
+1-848-248-0352   chrischeung.co

Executive Summary

Two-time, zero-to-one, startup-to-IPO founder with three successful exits, a serial entrepreneur, and C-suite executive with 15 years of experience growing businesses, executing strategy, and delivering results at growth and at-scale companies.

Professional Experience

Co-Founder   May 2023 - Present
Volt Labs   New York, NY
- Founded a digital consulting agency focusing on c-suite level business strategy.
- Areas of expertise include DTC, UX/UI, software development, e-commerce and business development.

Co-Founder & Head of Product Design   Jan 2021 - May 2023
Spresso.ai   New York, NY
- Productized generative price optimization and operational software for enterprise B2B and modular SaaS, leading to Google Cloud, Snowflake, VTEX and AEON partnerships.
- Created product experience for machine learning model algorithms used in data analytics tools and in real-time, on-demand logistics.
- Led all design efforts in creating data analytics platforms, design systems, UX/UI, brand guidelines, sales & partnership strategies, and marketing.

Co-Founder & Chief Creative Officer   Sep 2013 - May 2023
Boxed   New York, NY
- Built company from garage-startup, to Series E round of funding, to IPO.
- Executed multi-functional roles leading to a $187m ARR and a $698m high valuation.
- Oversaw multi-disciplinary teams in executing growth strategies to capture market share, convert and retain customers, with limited budget and resources.
- Led product design, marketing, and private label design visions for B2C and B2B.

Co-Founder & Head of Product Design   Sep 2013 - May 2023
Boxed   New York, NY
- Created product design strategy and systems across web, mobile, apps, internal tools, and robotics for B2C and B2B, leading a team of 15 designers.
- Led creation of internal software resulting in our SaaS subsidiary, Spresso.ai.
- Collaborated with cross-functional business units as a design thought leader.

Co-Founder & Chief Marketing Officer   Sep 2013 - May 2017
Boxed   New York, NY
- Executed integrated, multi-channel marketing campaigns across web, mobile, print, outdoor, radio and TV resulting in exponential user growth, and establishing market share while managing a $30m annual budget.
- Launched a multi-award-winning, $100m private label business.

Co-Founder & Managing Partner   Sep 2013 - Present
Blackgate Ventures   New York, NY
- Invested in early stage technology companies with three successful exits.

Professional Experience (continued)

Director of Game Design   Sep 2011 - Aug 2013
Zynga   New York, NY
- Created and launched a portfolio of top ranking, top grossing mobile social games, generating revenue averaging $1.25m per quarter, per game.

Co-Founder, Chief Creative Officer & Head of Game Design   Sep 2009 - Sep 2011
Astro Ape SGS (acquired by Zynga)   New York, NY
- Successfully negotiated acquisition by Zynga within 10 months of seed funding.
- Led team of 8 in creation of top-ranked, App Store-featured hit mobile social games.

Consultant, Global Equities Operations   Feb 2008 - Aug 2009
Goldman Sachs   Jersey City, NJ
- Oversaw $1.9 billion in capital for debt holding investment reporting.

Education

Johns Hopkins University   Baltimore, MD
Bachelor of Arts in Economics   May 2003

Successful Exits

IPO, Boxed (NYSE: BOXD)   Dec 2021
IPO, Zynga (NASDAQ: ZNGA)   Dec 2011
Acquisition, Astro Ape SGS   Aug 2011

Board Membership

Boxed, Board of Directors   Sep 2013 - Jan 2021

Achievements & Awards

- 2021 TechUnited, Private Company of the Year
- 2019 Advantage, #1 E-Com Retailer
- 2017 Telly Awards, Best Television Commercial
- 2017 Crain's Fast 50, Revenue Growth Companies
- 2016 Internet Retailer Excellence Awards, Retailer of the Year
- 2016 Forbes Next Billion-Dollar Startups
- 2016 Crain's Best Places to Work
- 13-time Vertex Award Winner, Packaging Design
- 2011 MOCA Young Professional
- Webby Award Winner, App Design

Core Competencies

Leadership & Team Management   Strategic Oversight   Creative Strategy & Execution
Growth Hacking   Product Design   Fundraising
Corporate Development   Team Building

Technical Skills

Figma   Adobe Creative Cloud Suite   Google Workspace