

SHOW NOTES — BRIAN WONG

CO-FOUNDER & CEO: Kiip



BIOGRAPHY: Brian Wong is the co-founder and CEO of Kiip (pronounced “keep”), a category-creating mobile rewards network that is redefining mobile advertising through an innovative platform that leverages “moments of achievement” in games and apps to simultaneously benefit users, developers and advertisers. Backed by American Express, Interpublic Group, Hummer Winblad, Relay Ventures, True Ventures, Verizon Ventures, and others, the company has been listed by Forbes as one of the 4 Hot Online Ad Companies to Watch, Fast Company’s 50 Most Innovative Companies in the World, and been named to the Dow Jones FasTech50 List.

Called the youngest person to ever receive venture capital funding by CNBC and The Wall Street Journal, Brian received his Bachelor of Commerce from the University of British Columbia at age 18, after skipping four K-12 grades. He has been recognized with many awards for his accomplishments and leadership, including: Business Insider’s Top 25 Under 25 in Silicon Valley, 30 Under 30 in Advertising and 18 Most Important People in Mobile Advertising; Forbes’ 30 under 30 three times; Mashable’s Top 5 Entrepreneurs to Watch; iMedia 25; and the AdAge Creativity Top 50.

COOL LEADERSHIP QUOTES:

- “This youth angle has actually become a good strength of mine.”
- “My job is not to tell you what to do...my job is to be the guy who paves the way for you, removes obstacles, makes intros, gives you resources, approves budgets...I’m their servant...”
- “Founders dictate culture.”
- “We’re able to move quickly and be nimble.”
- “Just because you are a founder doesn’t mean you want to be a CEO.”
- “I enjoy management.”
- “My boards members are amazing.”
- “I like to tell my team...if you’ve got a project you started, you want to finish it...”



“When you do this enough...you realize...it’s not about you anymore...there’s...90 people and their families that rely on you not to screw up and make stupid decisions...this is their livelihood...you need to be able to take care of them.”

“...I’ve had a terrible track record higher C-level executives...our first COO left within two months and our first CRO left within seven days...”

“Your number one job is to hire great leadership teams.”

“...at least from a startup, hiring someone straight into a C role...is not exactly the most advantageous approach...”

“Now we have this...policy...we tend to want to promote from within.”

“One of the big...responsibilities is making sure that your team constantly is the best team at the moment that you are...growing the company...or even in six months time...to take it where you want to take it.”

“Every six months...think about it, do I have the best people that I need?”

“You don’t want...to change your leadership team all of the time...because your leadership team should be...there for at least two to three years...”

“If you are the poker player that doesn’t know the rules...sometimes you can actually win...”

