



**SOON**

# **Project team introduction**





## ADVISORY BOARD



**TRAN Siu**  
Advisory Board Member

### Background:

Mr Siu currently is the Director for Global Markets of China Construction Fifth Engineering Division (CCFED) specialist construction subsidiary of China State Construction Engineering Corporation (CSCEC) (601668.SH). Mr Siu is also a Director of Hunter Investment Corporation, a holding company for the Hunter Economic Zone (HEZ) which is one of the largest energy project under consideration by the Australian Government Department of Environment & Energy. Mr Siu has been part of the Advisory Board for Newrail Ventures Group which is a consortium providing metric studies and coordinating the multi-billion dollar market-led High-Speed Rail options for the first stages in the state of Victoria, Australia.



**GRAHAM Terry**  
Advisory Board Member

### Background:

Mr Terry operates over 30 shopping centres throughout Australia. Graham is a hands-on leadership and adaptability person with more than 30 years of experience in driving growth across all aspects of retail property. Before founding his company, Graham spent 10 years as Chief Operating Officer at Centro Properties Group, an Australian Real Estate Investment Trust (REIT) company specialising in ownership and management of Australian shopping centres, now known as Vicinity Centres. Graham managed and developed over 120 Australian properties—including their branding and marketing—and oversaw a US shopping centre portfolio valued at over \$18 billion. Prior to this, Graham held a number of strategies focused positions that spanned high-level retail property management positions at Coles and Myer.



**TONY Lattouf**  
Advisory Board Member

### Background:

Mr Lattouf has started his first store in 1992 and he created the Hairhouse Warehouse franchise concept which fast became the largest hair and beauty chain in the country. Tony and his partners have now established close to 200 hair and beauty businesses nationally making them the largest company in this industry in Australia.

Tony is also a member of the World Centre of Entrepreneurship and an active member of the Franchising Council of Australia, Tony is a man of knowledge with utmost integrity and respect to others.



**GEORGE Mirabella**  
Advisory Board Member

### Background:

Mr Mirabella from Mirabella Group, specialises in lighting solutions since 1960s and now supplies 55%+ of the entire retail light globes market in Australia. With some clients including Coles, Woolworths, Costco, Bunnings and many more.

Mr Mirabella himself started international trade and commerce splitting between China and Italy. He has significant longstanding relationships with major Italian brands such as Ferrari, Armani, D&G, Bulgari and others.



## ADVISORY BOARD



**DANIEL Ritz**  
Advisory Board Member

### Background:

Mr Ritz is the CEO of the a international Hospitality Group and Managing Director of various trading companies for over 10 years'. In the corporate industry over the course of his career he has experienced and improved many business in various different roles.He started his first role in business while studying a Bachelor of Law and a Bachelor of Accounting degree. In a little over 2 years he built up a profitable retail business before successfully exiting. Executing business concept and turning them in profitable enterprises is key to his ongoing success. When your business strategy hits the mark, your brand awareness and brand recollection generate pure profits.



**ANTHONY Violi**  
Advisory Board Member

### Background:

Mr Violi is the managing director at Fusion Power Systems with 15 years experience within IT industry. He also establishes data center for infrastructure maintainance and clients from Tesltra and other big telecom companies. Additionally, he owns a lithium-ion battery research company based on his research over ten years. RMD Battery Company.



**ALLAN G**  
Advisory Board Member

### Background:

Allan brings his banking, accounting and compliance background to Blockchain Global. Prior to joining the company, Allan held the role of GST and Tax Accountant at NAB, in this role, reviewing and reconciled accounts of superannuation funds. Acting as Director of Peak Property Development Pty Ltd, Peak AG Real Estate Pty Ltd and Peak international Pty Ltd, Allan holds a real estate licence and has been involved in a number of property developments in Australia and abroad. Allan managed the operational aspects of the Bitcoin Mining operation of Blockchain Global, which involves building the relationships to enable the Company to carry out infrastructure projects that comply with operating budgets of the Group.



**Mark**  
Advisory Board Member

### Background:

Mark is a Chartered Tax advisor ( UK,AU,Ireland ,HongKong ) , FFA, FIPA, Registered Tax Agent (AU) , Registered ASIC Agent (AU ) Australian Credit Licensee, AML licensee . Mark is a well-travelled professional With Business experience in Australia, Greater China and Eurasian markets. With a wealth of experience across Banking & Finance, International Tax, Corporate, Construction and Blockchain Technologies , Mark specialises in helping individuals , private businesses and government organisations to overcome the barriers associated with international expansion by providing them with valuable advice on smart business strategies, favourable business and taxation structures and blockchain solutions . Mark is the Principal of Progress Connect, a Global Business Advisory & Consulting Firm Headquartered in Toorak , Melbourne. and the Chief Strategy Officer/ Managing Director of the Euracian Blockchain Group.





# Team introduction

## MANGEMENT TEAM



### **ADAM.Wang**

Managing Director  
Chief Executive Officer (CEO)

#### **Qualifications:**

BA.Artist Management  
BA.Social Psychology  
Conservatory of Music

#### **Background:**

Adam served as the general manager of digital marketing in a local investment project service franchise company, and expanded the company's franchisees to the top three in Australia in three years. Adam founded an international recruitment technology company in 2012.And ran business for over 6 years in the recruitment industry for global technology and crypto development. In 2017,Adam founded a cryptocurrency service company in Melbourne. He is also co-founder of Incharge Sharing Technology Australia in 2018. He participated in the establishment of the blockchain exchange project in 2020.



### **DAVID.Yang**

Cheif Metaverse Officer

#### **Qualifications:**

MA.Architecture, RMIT Univeristy  
BA.Architecture,Monash University

#### **Experience:**

David graduated master of architecture with 5 years of academic training, internship and working with multicultural peers providing comprehensive high-quality projects includes the area of residential, commercial, and healthcare providing full design services to clients. Throughout 3 years of practice within the digital design industry and NFT design, the knowledge of 3D or 2D graphics of digital art collection industrial design projects have been trained maturely. David is aiming to achieve the goal of creating the virtual reality model using metaverse technology to provide spatial freedom for all .



### **MICHAEL.Wang**

Chief Technology Officer at AI+3D Tech & Head Of Engineering

#### **Qualifications:**

BA. Science  
(Computing and software system), UniMel  
MA. I.T. (Computing), UniMel

#### **Experience:**

Michael is recognized as a capable and respected researcher and entrepreneur within Victoria's technology and innovation ecosystem. Michael is the founder of AIBUILD and also the partner Investigator at Australian Research Council, Guest Lecturer & academic professional at UniMel. He has recently been recognized as a Distinguished Talent by the federal government. Michael has contributed to Victoria's digital research capability by being involved with a number of large university research projects with the University of Melbourne and Monash University. His expertise in AI is further demonstrated by obtaining Australian Innovation Patents.



### **ALAN.Wang**

Chief Legal Officer(CLO) & Secretary

#### **Qualifications:**

Juris Doctor degree, UNSW,  
BA.Law(LLB) Politics and Law,  
East China University

#### **Experience:**

Alan is a Solicitor of the Supreme Court of NSW and his legal background enables him to delve into new subject areas, identify key frameworks that regulate and monitor the area, ensure compliance with these frameworks, and succinctly and appropriately communicate recommendations and advice. Alan is also a partner of KWL Lawyers. He currently manages the commercial and litigation team at KWL Lawyers, whilst also working on family, construction,property and migration matters. Before KWL Lawyers, he also led a commercial and litigation team in a Sydney CBD based law firm.



## MANGEMENT TEAM



### Gavin Xu

Chief Token Specialist

#### Qualifications:

Deputy Director of Information Engineering Joint Lab-University of SYD  
Post Doctor in Blockchain Technology and Application, University

#### Experience:

Gavin has 17 years of global financial investment experience. He is a visiting Scholar of Harvard University. Gavin is the author of the best-selling book-Token Economics.  
As a senior expert in the blockchain industry, Gavin served as a consultant in the digital field of many countries in the Asia-Pacific region.  
Gavin is also the co-founder of many international non-profit digital economy organizations, and the member of the expert group of academic, social institutions, a visiting professor at colleges and universities. Over the past five years, assets under his management exceeded \$10 billion.



### MANZI Xue

Chief Investment Specialist

#### Qualifications:

BA.Computer Science + Tech Info Mgmt + Economics degree

#### Experience:

Mr.Xue as an angel investor, one of the founders of UT Starcom, former chairman of China e-commerce website 8848, former chairman of China Learning Network. He has been praised as "the first Angel investor in China" and has invested in PCPOP, Autohome, Snowball Finance and Huayi Baichuang. He was awarded the "Best Angel" award at the China Venture Capital Value List Award Ceremony.



### DAVID Goo

Financial Advisor

#### Qualifications:

BA.Commerce (Finance and Law) - University of Melbourne

#### Experience:

David is a successful and experienced merchant banker with private equity and investment banking background with companies in all stages of development and varying geographic locations. David has successfully launched China's first innovative QDII private equity fund with a mandate to invest AUD\$300mm into Australian unlisted securities in the energy sector. David has a solid track record of success in the US, Australia, Hong Kong and China capital markets. He has advised and completed a significant number of complex cross-border transactions related to IPOs, private placements and M&As with transaction value over USD\$1billion.



### DANEY Xu

Co-Sponsor

#### Qualifications:

BA.Building and Construction Management  
Dip.Building and Construction

#### Experience:

Nearly 30 years of Senior Executive in for Chinese and Australian Multinational Corporations and Organizations.  
Senior executive management experience with broad commercial skills including strategic Merge & Acquisition, Sales & Marketing management Business Development as well as financial responsibilities. Currently Working with JS Global as managing Director for Rise Capital Group, creating and managing a freshly started fund management venture for Significant Investor Visa applications, and JS Art College Group which deliver US movie IP and Australian 3D animation courses to South East Asian markets. Daney also holds President title for Australia China Agribusiness Association, assisting and help a group of Chinese investors in Australian Agribusiness sector on government relationship and industrial connections, etc.



## MANGEMENT TEAM



### **VIVIAN.Dang**

Chief Financial Officer (CFO)  
MBA CA CPA

#### **Qualifications:**

MBA. Macquaire University  
MA. Finance, Accounting and Finance,  
Macquaire University  
BA.Applied Science(Hons),University of Jinan

#### **Experience:**

Experienced & commercially savvy finance partner with a willingness to roll up sleeves  
Achievement orientated, calculated risk taker with analytical skills and an ability to communicate with diverse stakeholders to drive business performance.  
Ability to attend to macro strategy and attention to operational details simultaneously, and taking an active business partnership approach, felled by deep passion for commerce & economics.  
A life-long learner, great team player with stamina and energy to aim high in a growth culture.



### **TERRY Jia**

Chief Blockchain Technology  
Manager

#### **Qualifications:**

BA. I.T. Monash University  
MA. Banking and finance, Monash Univeristy

#### **Experience:**

Terry has been deeply involved in the construction of P2P, Defi, pre-payment, ICO, and NFT and other related fields of financial technology. It integrates IT and finance, and is committed to making financial services more decentralized, efficient and reliable.



### **TONY.Zhu**

Chief Marketing Officer

#### **Qualifications:**

BA.Commerce, UniMelbourne  
BA.Marketing, UniMelbourne

#### **Experience:**

Tony has many years of experience in the media, consumer and entertainment industries.  
Tony is the co-founder of Melbourne Today, Melbourne Today is a comprehensive information website, including Australian news, job hunting, house rentals, short-term rentals, used cars, Melbourne airport transfers, Melbourne health, Melbourne tourism, Melbourne cuisine, Melbourne education and other information sections. It is an Australian Chinese community The most influential media group, the official website of Australia Mobile Today.



### **KELVIN.Cheng**

Chief Technology Officer at  
Blockchain/NFT/IPFS

#### **Qualifications:**

MA Banking and finance, Monash Univeristy  
BA Banking and finance, Monash Univeristy

#### **Experience:**

Kelvin is the director of Puchen capital Pty Ltd in Australia and also Chengdu Changchen Interstellar Technology Co. Ltd. for Blockchain technical service, distributed storage technical support, NFT and chain game technical support. Kelvin provides blockchain solutions design and software development for financial services.



## MANGEMENT TEAM



### **MARSHALL Chen**

Chief Operating Officer (COO) & Chief Strategy Officer (CSO)

Blockchain, NFT, and Web 3.0 consultant and strategist

#### **Qualifications:**

PhD Project-ANU  
MBA-UTS

Socioeconomics Lecturer

#### **Experience:**

Marshall Chen is high-level financial expert with proven skills in financial and investment analysis. Marshall's experience encompasses valuation and financial modeling, investment management and analysis, and corporate transactions. Marshall is specialized in cryptocurrencies investment with over 10 years' experiences. In the last few years Marshall was involved as consultant, strategist and project manager in the Defi, Gamefi, NFT and web3.0 projects and helped projects launch and develop.

Marshall brings with him expertise in venture capital, software development methodologies, enterprise architecture, and growth strategies. He brings initial education for the entire team on metaverse fundamentals, to launching projects that tie direct provenance from the NFTs to the business.



### **JASON.Long**

Chief Innovation and Design Officer

#### **Qualifications:**

BA.Architecture, Monash University

#### **Experience:**

Co-founder and partner of MX design & consult Co. and chief marketing officer of Fantasy Academy. Engaged in interior design work, engineering work, art deco work in MX Decoration Design Company. Have industry and practical experience in architectural and interior design. And have a certain understanding of artist agency and operation. As a founding team member during his education, he established an online art education platform for the Fantasy Academy. Engaged in digital painting and entertainment design. And to various offline entertainment design schools. leading team is responsible for marketing and leads the team to gain more than 500,000 fans on social platforms. During his tenure, he gained a lot of online marketing and operation experience, and gained a lot of experience in entertainment design, game design, and worldview design in the process of leading the team.



### **LYDIA.Luo**

Senior Financial Accountant, CPA

#### **Qualifications:**

Juris Doctor degree, USYD

MA. Professional Accounting, Monash University

BA. Commerce, University of Adelaide

#### **Experience:**

Lydia is a seasoned finance executive with over five years of experience in senior finance positions. Lydia is used to working in high growth, fast-paced environments, with dynamic leadership teams.

Accounting professional with 5+ years of experience in operational functions within public and private organizations. Adept at building cross-functional relationships, cultivating teamwork, and information exchange to accomplish assigned responsibilities and projects.



### **GUAN.Wang**

Chief Growth Officer

#### **Qualifications:**

BA. Business Management, UTS

#### **Experience:**

Guan started operating a self-operated Japanese restaurant in 2013. In 2014, he was nominated as the general manager of China Herbal Medicine Limited FPO (NSX:CHI), a subsidiary of Gansu Dahe Group in Australia, and was listed on the NSX exchange that year.

Guan founded in 2016, Crown Vantage Group has been mainly engaged in real estate development and real estate sales.

In 2018, established the CVG HOME operating company on the Crown Vantage platform and developed nearly 100 homestay listings in Greater Sydney Area.



## MANGEMENT TEAM



**MILLIE MENG**  
Marketing director

**Qualifications:**

BA.Communication design and marketing  
Swinburne University

**Experience:**

Millie has more than 10 years work experience as a PR and marketing manager/director in different industries.

She has organised more than 200 large events, business forums, live streaming, online events and founded a few organisations for business purpose in Australia.

Millie is also specialised in Web3.0 project marketing and product developing, she was involved as consultant, strategist, social media content creator and project manager in NFT, DAO and metaverse projects to launch and promo to the global market.

Millie is the marketing director of SOON Metaverse, bringing with her expertise to help the project launch and develop in the prefect way to match the market perspective and global market environment.



**VIOLETTE. H**  
Senior Branding Manager

**Qualifications:**

MA. International Journalism,  
University of Melbourne

**Experience:**

Violette has worked as a Media Planner for ABC Australia in the international strategy department. She has also worked as an operations planner and news editor for various media organizations including Sina.



**VICTOR. WANG**  
Senior Graphic Designer

**Qualifications:**

MA. Communication  
(Visual Communication Design),  
Deakin University

**Experience:**

Victor served as the promotion and media operation Leader for several student organizations during his college years. He has many years of design experience in student organizations. He has research in branding, visual design, and media.



**HANK.C**  
Senior Product Manager

**Qualifications:**

Bachelor of Electronic Engineering,  
Clemson University, USA  
Graduate Diploma of Data Science,  
University of Melbourne. AU  
Master of Information Technology,  
University of Melbourne, AU

**Experience:**

With 4 years of experience in IT industry. Hank was the Area manager of a Local surveying company.  
Hank is also the founder /product manager of Saf eemeet. a social security application.



**MANGEMENT TEAM**



**VINCENT.Chu**  
Chief Economist Managing Director

**Qualifications:**  
MA.Management(International business)  
Monash Univeristy  
BA.Marketing,Monash University

**Experience:**  
Previous B2B experience with unilever and NAB in Marketing and account management.  
Haibo is also the Governance Committee Member with incubation hub for new projects, layer1 blockchain and IDO projects investor.



**TONY.Jiang**  
IT Specialist Manager

**Qualifications:**  
BA.Computer Science  
BA. Technology Information Mgmt  
BA.Economics

**Experience:**  
Many years in XR region. CTO in Lihaitch Inc. Years experience in development and crypto currency research.



**JIMMY.Liu**  
Digital Marketing Specialist Manager

**Qualifications:**  
BA.Building and Construction Management

**Experience:**  
Many years of experience in building and construction and 3d modelings. Owner of Jcrew Construction pty ltd a company that do constructing and commercial and residential buildings and renovations. Already completed many jobs in Melbourne regions. Many years of experience in NFT and meta universe market cape analysis also experienced in digital currency research and investing.



**JAXON.Xie**  
Community Consultant

**Qualifications:**  
BA,Information Tech, UTS

**Experience:**  
Jaxon focused technology leader with experience scaling platforms and leading internet tech companies.Experienced at building high performing engineering teams focused on outcomes. Experienced at driving transformation. Broad domain experience across AD tech, consumer and mobile. Lead digital virtual platforms and products.