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**Bing CHEN**  
**Founder**  
**Bing Studios and Victorious**

Bing Chen is a digital pioneer and entrepreneur. As YouTube's Global Head of Creator Development & Management, he oversaw the strategy that engaged over 500 million content creators worldwide—from musicians to filmmakers, chefs to beauty gurus. Chen co-founded and co-led YouTube ventures including the marquee talent incubator, YouTube NextUp, and YouTube's investment in major industry engagements like VidCon, the DigiTour, and YouTube FanFest, Asia's largest creator fan festival. He is founder of Bing Studios, a next-generation digital media studio and strategic consulting joint venture with MediaLink, and co-founder and Chief Creative Officer of Victorious, a platform that powers premium subscriptions for passionate superfan communities—from digital stars to major film franchises. He has been recognized as one of Forbes' Top 30 Under 30 Leaders and The Hollywood Reporter's Top 35 Next Generation Leaders. Bing graduated from the University of Pennsylvania with a degree in literature, marketing and psychology.

陈华宾  
创始人  
**Bing Studios, Victorious**

陈华宾是一名数字领域先锋及企业家。作为 YouTube 全球内容创造者发展与管理总监，他负责实施了凝聚全世界超过 5 亿内容创造者的战略——从音乐家到电影人，从厨师到时尚达人。他合作创立了 YouTube 的诸多旗下企业，包括杰出人才孵化器、YouTube NextUp、并领导了 YouTube 的重大产业投资，比如如 VidCon 和 the DigiTour，以及 YouTube FanFest——全亚洲最大的内容创造者粉丝盛会。他也是 Bing Studios 的创始人，这是一家与 MediaLink 合资的下一代数字媒体工作室及战略咨询公司。他同时还是 Victorious 的联合创始人和首席创意总监。Victorious 是一个为狂热的粉丝社区——从网



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络明星到电影大片——提供优质订阅服务的平台。他被评为《福布斯》杂志的“世界 30 位 30 岁以下杰出人士”以及《好莱坞报道》的“35 位明日领袖”。陈华宾毕业于宾夕法尼亚大学并获得文学、市场营销及心理学学位。