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ASIA

Cheo Ming Shen

Nuffnang.com

Age: 24

Company: Nuffnang.com is a blog advertising community run in Singapore and Malaysia.

Education: BS in government and economics, London School of Economics

Prior work experience: Internship at Economic Development Board of Singapore and Ministry of Trade and Industry

On being an entrepreneur: "I am a great believer in owning what you work for. When you start a business, the buck stops at you for everything, but at the same time you're motivated by the knowledge that you own the successes as well as the failures. It is a constant battle, and I love the challenge. You don't get those kinds of challenges anywhere else. I've learned how to be a boss, a salesman, and a client all at once."

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ASIA

Timothy Tiah Ewe Tiam

Nuffnang.com

Age: 23

Company: Nuffnang.com is a blog advertising community run in Singapore and Malaysia.

Education: BS in economics, University College London

Prior work experience: Internships at JPMorgan and Deutsche Bank

On being an entrepreneur: "The most important thing I learned was that business is not about getting all your moves right. It's about learning all the wrong moves you made so that you'll never make them again. The one thing that differentiates blog advertising with advertising on other online mediums is that if you use blogs correctly and with enough planning, you can create hype and, most importantly, measure the hype at the end of a campaign. In the past we have planned and executed campaigns for Nike, Honda, Unilever, and our latest one with HUGO, all which have created tremendous hype in the blogging community."



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