

# KAI LUKOFF

卢凯

(+86) 186.0162.5778

kai.lukoff@gmail.com

[www.kailukoff.com](http://www.kailukoff.com)

## EDUCATION

---

**Stanford University, Class of 2008** 2004-2008  
Bachelor of Arts with honors in political science and a minor in economics conferred in June 2008. GPA of 3.77.  
Coursework: politics, economics, statistics, and Chinese

**Shanghai Jiao Tong University, Scholarship Student** 2008-2009  
Recipient of a Chinese Scholarship Council Scholarship for one year of study of Business Chinese

## WORK

---

**Snowball Finance, iChinaStock Editor-in-Chief** ([www.ichinastock.com](http://www.ichinastock.com)) 3/2011--present  
Snowball Finance (雪球财经) is China's leading digital media company for investors in the US stock market, with investment from Sequoia China. Snowball Finance is a 100% Chinese-language working environment. I serve as editor-in-chief of iChinaStock, our English-language site that focuses on TMT. I am responsible for:

- Directing our team of 2 analysts and 4 outside translators. Created metrics to track performance. Optimized by separating the workflow news and analysis pieces.
- Setting the content and editorial direction for iChinaStock, with a focus on value investing. We now regularly survey our readers, investors, and corporate management on how we can better serve their needs. Trained the team to adopt new digital formats, like SlideShare presentations.
- Leading our social media promotion strategy on Twitter, LinkedIn, SlideShare, and Sina Weibo, as well as investor-specific sites like StockTwits, Seeking Alpha, and Yahoo Finance.
- Authoring news and analysis on a daily basis.

**BloggerInsight, Senior Analyst** ([www.bloggerinsight.com](http://www.bloggerinsight.com)) 8/2009--1/2011  
Senior analyst at a China Internet market research firm, with a focus on e-commerce and all things social (media, networks, games).

- Planned and executed China social media campaigns (SNS, microblog, etc.) for clients. Key client accounts I managed included Samsung and Avon China.
- Lead author of 16 reports on topics including: social networks, mobile dating applications, SEO, online betting, and education websites
- Authored articles on top tech blogs in the US, Europe, and China to establish BloggerInsight as a knowledge leader. Launched the ChinaSocialGames.com blog.
  - Speaker and moderator at conferences in the social media and games industries
- Developed key relationships in tech circles in China and Silicon Valley
  - Social media: highly active on Twitter, Facebook, LinkedIn, RenRen, and Sina Weibo to build a strong professional network

**Streetsmart International in Shanghai, China, Consultant Internship** 10/2008--6/2009  
Consulted with Western clients in finance, business publications, and food and beverages. Responsible for project proposals, market research, and representation at industry trade shows.

## ACTIVITIES

---

**TechRice, Co-founder** ([www.TechRice.com](http://www.TechRice.com)) 11/2010--present  
TechRice is a leading tech blog about China's consumer Internet. I recruited five additional writers as contributors to join me in telling the stories of Chinese startups and entrepreneurs. TechRice has over 20,000 monthly unique visitors.

**Startup Digest, Shanghai Founding Curator** ([www.thestartupdigest.com](http://www.thestartupdigest.com)) 4/2010--9/2011  
[StartupDigest] is a weekly listing of the best tech events, with over 50 cities and 100,000 subscribers. I launched the Shanghai edition and grew it to over 1700+ subscribers in 1.5 years. Written in English and Chinese.

## ABOUT ME

---

**Citizenship:** US and German dual-citizen. Raised in Petaluma, CA (north of San Francisco).

**Languages:** Native in English and German, advanced in Mandarin Chinese, and beginner in Objective-C.

**Hobbies:** Blogging, scuba diving, and programming.

**Twitter & Sina Weibo:** @klukoff

**More About Me:** [www.kailukoff.com/about](http://www.kailukoff.com/about)

## SAMPLE ARTICLES

---

I frequently author articles on tech blogs worldwide, as well as my own TechRice. A few selections:

**TechCrunch:** China To Police Social Games

*Co-author with Lucas Englehardt (December 16, 2009)*

[www.techcrunch.com/2009/12/16/chinese-government-police-social-games/](http://www.techcrunch.com/2009/12/16/chinese-government-police-social-games/)

**VentureBeat:** China's top four social networks: RenRen, Kaixin001, Qzone, and 51.com

*April 7, 2010*

<http://social.venturebeat.com/2010/04/07/china%E2%80%99s-top-4-social-networks-renren-kaixin001-qzone-and-51-com/>

**China Social Games:** PopCap Games China: Widely Pirated, But Still Hunting for Treasure

*January 21, 2010*

<http://www.chinasocialgames.com/?p=194>

**China Social Games:** Change in China's Social Games Industry: New Entrants, Markets, and Models

*June 23, 2010*

[www.chinasocialgames.com/?p=460](http://www.chinasocialgames.com/?p=460)

**TechRice:** Why Facebook Would Have Won If China Were a Free Market

*December 1, 2010*

<http://techrice.com/2010/12/01/why-facebook-would-have-won-in-china-if-it-were-a-free-market/>

**iChinaStock:** E-commerce is the Wal-Mart of China

*November 11, 2011*

<http://news.ichinastock.com/2011/11/e-commerce-is-the-wal-mart-of-china/>