

## Executive Biography



*Albert Leong is a business analyst and management consultant with 24 years of delivering insights and solutions to technology, education, entertainment and telecommunications firms.*

**Albert “Al” Leong** most recently held the title of senior director, strategic marketing for Istuary Innovation Group where he managed a team of 7 and a million-dollar marketing budget, and consulted for Metasoft Systems in Vancouver. He has consulted for clients in mobile application development, network security, entertainment, wireless networking, health care, and biopharma and industrial sectors. Recently, he consulted for Tamwood International College and Dynamix Agitators, and wrote about technology innovation for The Next 36 and Techvibes. He has conducted research on issues of immigration, entrepreneurship and commercial real estate legislation and has managed web and communications, including crisis management consulting, for a Member of the BC Legislative Assembly.

Al is also the founder of Three Towers Residential, a privately owned Canadian company formed in 2008. Under his management, Three Towers grew and leased a property portfolio of \$7 million under management (AUM) and delivered investors a return on investment ranging from 6.5% to 9% through leasing furnished apartments to corporate and professional tenants. Properties include CityPlace, Festival Tower, Maple Leaf Square, Ritz-Carlton, Trump International Hotel and Tower Toronto, and Shangri-La Residences. Clients and partners include Brookfield Global Relocation Services, IBM, AEG Live, Canadian Tire, Scotiabank, RBC Royal Bank, TD Canada Trust, Desjardins, Oakwood Global Solutions, Canadian Armed Forces, RCMP, Canada Public Works employees, Sony Pictures Entertainment, Porter Air, executives from the TV series Degrassi, Cogeco, Trump International, Ericsson/Rogers Communications and Dragados Canada.

In 2005, Al consulted for Siemens, MTS Allstream, IDC/IDG Canada, Kaboose Inc. and Fox Home Entertainment in Toronto. Between 2000 and 2004 in San Francisco, he helped technology start-ups by running a B2B marketing communications agency with clients in these sectors: outsourced IT infrastructure, real estate and industrial training, medical voice recognition, network monitoring, route optimization, VoIP, MPLS, application and intrusion security, and health and life sciences (voice recognition and medical vocabulary libraries for health professionals, and toxicology, medical testing devices and Oracle Clinical IT for biopharma).

Between 1994 and 1999, Al held marketing, project management and creative roles at SMG in Redwood City,

California, where he helped double agency revenues to \$12 million and land new business from Adobe, Apple, Buena Vista Pictures, Digital, Disney, Hewlett-Packard, IBM, Intel Corporation, Kodak, Motorola, Palm, PowerPC, SGI, Sun Microsystems, U.S. Department of Defense (where he has security clearance), WebTV and Xerox. Prior to SMG, Al helped manage a \$20 million licensing portfolio at Sun Sportswear that included MLB, Scholastic, Collegiate Sports, Warner Bros., Disney and DC Comics licences sold through Walmart, Target, Kmart, JCPenney and regional chains. He started his career in Seattle at O&M Direct, working on a \$40 million account with Microsoft, Intel and Visio.

Al sits on the board of directors for the Burnaby Hospice Society, AIDS Vancouver and Metro Vancouver Crime Stoppers, and he chaired the communications committee for the BC NDP Constituency Association. Former industry association roles include director of the BC Chapter of the American Marketing Association, director of interactive of the American Marketing Association Toronto Chapter, and past member of the Marketing Hall of Legends Canada, the marketing subcommittee for the Canadian Employee Relocation Council and the Canadian Association of Management Consultants. Al also participated in the San Francisco, San Jose and Silicon Valley chapters of the American Marketing Association and sat on the marketing steering committee for Vancity (a \$17 billion credit union). He was a scrutineer for both Toronto City Councillor Adam Vaughan and former MP for Trinity-Spadina Olivia Chow during their election campaigns.

His volunteer activities include work for the Toronto Humane Society, Human Rights Campaign Atlanta, Maitri Compassionate Care, San Francisco Department of Public Health and Remedy Celebrity Winterfest Special Olympics.

A native of Canada, Al earned an MBA from the Rotman School of Management, University of Toronto, with a triple major in global management, strategy consulting and technology innovation, a certificate in managing complex product development projects from the MIT Sloan School of Management at the Massachusetts Institute of Technology in Cambridge, Massachusetts, and a bachelor of commerce and business administration in marketing from the Sauder School of Business at the University of British Columbia in Vancouver. In his free time, Al enjoys spending time in nature, travelling, camping, and playing chess and volleyball.