Leon Long XIAO

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Educational Background

National University of Singapore
Ph.D. in Management (Marketing)
2026 – present

University of California, Los Angeles (UCLA)
Anderson Business School Exchange Program (*GPA: 4.0/4.0*)

Nanyang Technological University (NTU)
Bachelor's degree (*Hons Class 1, Gold Medal for Highest GPA*)

- Major: Computer and Communication Engineering
- Minor: Economics

Working Experience

Jul 2025 - Jul 2022

Maxwell Pte Ltd, China
Co-Founder & Marketing Director

- Led the technology commercialized innovative AI-driven optoelectronic devices for medical and therapeutic applications in the healthcare and cosmetic industries.
- Raised ~ SGD 500k in seed funding from venture capital investors.
- Conducted market research and consumer behavior analysis, overseeing product design and technology development to ensure alignment with customer needs.
- Managed product manufacturing and implemented quality control processes to maintain high standards.
- Drove sales growth and profitability through continuous technological innovations based on market insights and emerging industry trends.

Jun 2022 – Dec 2020

Wanllon Real Estate Development Co., Ltd, China
Co-Founder & Marketing Director

- Led the Nanning AI Industrial Park project (20 mu ≈ 13,333 m² land with 30,000 m² gross floor area, self-held commercial assets and residential units for sale), with a total investment of RMB 200 million.
- Played a key role in negotiating land acquisition and incentive agreements with the local government, securing favourable pricing in exchange for commitments to propose and implement AI-related projects to support regional AI industrialization and attract high-tech firms and talent.
- Oversaw the master planning and overall design of the park, ensuring infrastructure, functional layout, and services offerings aligned with the needs of AI enterprises and individual buyers.
- Managing pricing, revenue, and cash-flow strategy to maximize returns through residential property sales, commercial leasing, and management fees from park operations.

Research Interests

incentive system design, pricing strategies, and service marketing, particularly in the context of digital and intelligent transformation.

Awards & Honors

Oct 2025	The 3rd China–ASEAN Innovation & Entrepreneurship Competition Star Medal
Sep 2024	Science in Cosmetic Certificate