

VICTOR CUI

Co-Founder, ONE Championship. Twenty five years finding what people love before they know they love it. Twenty four Asian markets. One very serious sweet tooth.

1M+

FACEBOOK
FOLLOWERS

41K

INSTAGRAM
FOLLOWERS

35K

LINKEDIN
FOLLOWERS

24

COUNTRIES
I HAVE WORKED IN

You want great taste, a current passport, and the instinct to spot the next thing early. I have done that job for twenty five years. The product was sport instead of sherbet, but the work was identical: land somewhere unfamiliar, find out what people actually love, and build something around it. **I took a sport nobody in the West believed in and put it in 150 countries.** Ice cream is an easier sell.

WHAT I HAVE ALREADY TASTED

TWENTY FOUR MARKETS · MOSTLY ON SOMEONE ELSE'S BUDGET

Halo-halo in Manila. Shaved ice, purple yam, leche flan, evaporated milk poured over the top. The most chaotic dessert ever engineered and still one of the best.

Ais kacang in Kuala Lumpur, 1998. My first job in sport was the Commonwealth Games. Red beans and sweet corn in a dessert sounded wrong. It is not wrong.

Kakigori in Tokyo. Bingsu in Seoul. Cendol in Singapore. Three cultures, three philosophies of shaved ice, and a masterclass in how texture beats flavour when the temperature is right. **Kulfi in Mumbai. Es teler in Jakarta. Rolled ice cream in Bangkok** years before it hit a single feed in North America.

Berthillon in Paris, during my EMBA in luxury brand management. That is where I learned what a premium price on a single scoop actually buys, and what it does not.

WHY THAT MATTERS TO DR. BOMBAY

SOCIALLY NATIVE

I built ONE Championship's digital brand to 95 million followers from zero. My own audience sits at 1M+ on Facebook, 41K on Instagram, 35K on LinkedIn. I know what makes a thumb stop.

TREND AHEAD OF TREND

Launched five sport leagues in Asia before the category existed there. Led Shaun White's Snow League into China. Backed pickleball early. This is a pattern, not luck.

BUILT TO TRAVEL

Dual base in Canada and Singapore. I have run \$12M event budgets across 24 countries and lived out of a bag doing it. Three months on the road is a normal quarter for me.

A STORYTELLER ON RECORD

Profiled by CNN, the New York Times, CTV and Bloomberg. I have made unfamiliar things sound irresistible to millions of people who had never heard of them.

THE NON-NEGOTIABLES

ENGLISH

Native. Also completely fluent in ordering dessert in six countries where I speak none of the language.

PASSPORT

Valid, current, and very heavily stamped.

THREE MONTHS

Available. I run a deliberately fractional portfolio, which means I can clear a runway fast.

The Edmonton Journal once called me "**arguably the most over-qualified employee.**" I would like to earn that twice.

VICTOR R. CUI

victor@victorcui.com · +1 (780) 699 7880 · +65 8101 9055 · victorcui.com · @victorcui · Canada & Singapore

Co-Founder and founding CEO of ONE Championship, the first billion dollar sports media company built in Asia. Twenty five years spent landing in unfamiliar markets, working out what people there genuinely love, and turning it into something the rest of the world wants. **I have done that in 24 countries, on a \$12M annual budget, and I ate very well doing it.** Snoop is hiring for taste, curiosity, travel stamina and the ability to make people stop scrolling. That is a fair description of my resume.

1M+

FACEBOOK

41K

INSTAGRAM

35K

LINKEDIN

95M

BUILT FOR ONE

24COUNTRIES
WORKED

WHAT YOU ASKED FOR

Curious and obsessed with food, especially frozen dessert

Halo-halo in Manila, kakigori in Tokyo, bingsu in Seoul, cendol in Singapore, ais kacang in Kuala Lumpur, kulfi in Mumbai, es teler in Jakarta, Berthillon in Paris. Not a list I researched. A list I worked my way through.

Culturally plugged in, know what is happening first

Launched five sport leagues in Asia before the category existed there. Led Shaun White's Snow League into China. Went early on pickleball. Being right ahead of the room is the job I have had for twenty five years.

Socially native, know what makes people stop scrolling

Built ONE Championship's digital brand from zero to **95 million followers**. My own audience is 1M+ on Facebook, 41K on Instagram, 35K on LinkedIn.

A great storyteller

Profiled by CNN, the New York Times, CTV, the Wall Street Journal and Bloomberg TV. I have made things nobody had heard of sound essential.

Adventurous, will try it three times

I have eaten things at ringside in Yangon, Jakarta and Bangkok that I could not name and went back for more. Also a commissioned officer, Royal Canadian Navy Reserves.

Entrepreneurial hustler who sees opportunity, not trend

Built a company from one employee to 300 across seven countries and a \$1B valuation. Founded a new championship in 2025. I build things that did not exist.

English, valid passport, free for three months

Native English. Passport current and heavily stamped. My portfolio is deliberately fractional, which means the three months is genuinely available.

EXPERIENCE

ONE CHAMPIONSHIP

2011 – PRESENT

Co-Founder & Founding CEO → Co-Founder & Shareholder

- Built Asia's largest sports media property from a single employee to 300+ staff across seven global offices and a \$1 billion valuation in seven years.
- **Grew the digital brand to 95 million followers.** Social-first content, built for the feed, in a category that had never worked outside its home market.
- Secured live broadcast in 150 countries. Closed partnerships with Disney, Netflix, Marvel and Sony.
- Created and launched five distinct sport leagues in Asia. Full P&L on each.

THE SNOW LEAGUE (SHAUN WHITE)

2024 – PRESENT

Head of APAC

- Led the inaugural China market launch end to end. Regulatory, media rights, agencies, staff, hotels and resorts, from zero to live.

- Proof I can be dropped into an unfamiliar market and produce something on a deadline.

ESPN STAR SPORTS

2005 – 2011

Sports Media Consultant

- Ran event management, marketing and business development across **24 countries in Asia** on \$12M+ annual budgets. Six years effectively lived out of a bag.
- This is where the dessert list above got written. Every market, every street stall, every late arrival with nothing open but the ice cream counter.

EPIC WORLD CHAMPIONSHIP

2025 – PRESENT

Founding Partner

- Launched a global pickleball championship from nothing. Secured a seven figure, three year partnership with the Singapore Tourism Board.

INZDR CORP. · MIKA HÄKKINEN

2024 – PRESENT

Advisor & Partner

- Founding partner in an AI athlete digital twin and licensing platform, in beta with McLaren F1. Comfortable at the front edge of a category before it is proven.

EDMONTON ELKS FOOTBALL CLUB (CFL)

2022 – 2023

President & CEO

- Full P&L for a community owned professional club. The Edmonton Journal headline on my hiring: **"arguably the most over-qualified employee."** I am aware of the pattern.

GOLF CANADA

2002 – 2005

Director, Corporate Communications

- PR, media relations, brand and crisis. Worked closely with the PGA and LPGA Tours.

Earlier: Manager, Communications & Promotions, 2001 IAAF World Championships · Junior Manager, 1998 Commonwealth Games, Kuala Lumpur · Commissioned Officer, Royal Canadian Navy Reserves, 1990–1994

WHERE I HAVE ACTUALLY BEEN

Operating experience in **Singapore, China, Japan, South Korea, Indonesia, Thailand, Malaysia, the Philippines, India, Vietnam, Myanmar, Hong Kong, Taiwan, the United States, Canada, the United Kingdom, France and the UAE.** Dual base in Canada and Singapore. I have run live events on four continents. Three months on the road is a normal quarter, not a disruption.

EDUCATION

EMBA, Luxury Brand Management

INSEEC Business School, Paris · 2009–2010

Two years in Paris studying why people pay more. Useful for a premium scoop.

Post-Graduate Business

Capilano University, BC · 1995–1997

Bachelor of Arts

University of Alberta · 1990–1995

BOARD & PRESS

Canadian Olympic Committee · Elected Member, Class B · 2025–

MacEwan University · Board of Directors · 2022–2026

Government of Alberta · Combative Sports Consultation Lead · 2024

Canadian Chamber of Commerce, China · Board · 2019–2020

Press: CNN · New York Times · Wall Street Journal · Bloomberg TV · CTV · Edmonton Journal

SNOOP IS PAYING SOMEONE **\$30,000** TO EAT ICE CREAM AROUND THE WORLD.

I have been doing the unpaid version for twenty five years.

Halo halo in Manila. Kakigori in Tokyo. Bingsu in Seoul. Cendol in Singapore. Ais kacang in Kuala Lumpur, 1998. Kulfi in Mumbai. Es teler in Jakarta. Berthillon in Paris.

24

COUNTRIES
WORKED IN

150

COUNTRIES
BROADCAST

1

VERY SERIOUS
SWEET TOOTH

MY APPLICATION **IS IN.**

Twenty five years building sport. One very obvious next move.