

Leading MCN Thoughtful Media Group Expands Sales Presence in China

Vincent Ye Appointed VP of Sales to Accelerate Expansion in Mainland

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SUMMARY

Thoughtful Media Group, a global multichannel network, has appointed Vincent Ye to lead its advertising sales team in China.

Thoughtful Media Group, an LA-based entertainment company operating in the U.S. and Asia, has appointed Vincent Ye, a sales veteran with over 20 years of experience, as VP, Sales in China.

As the newest member of Thoughtful's management team in Shanghai, he is responsible for developing business solutions that leverage the influence of Thoughtful's fast-growing network of original content creators in China with their engaged, loyal fan bases.

Mr. Ye has significant experience in new business development, sales and marketing in China, having worked at leading multinational companies in this market including Mattel, the Walt Disney Company and Coca-Cola Co. At Disney, for instance, where he served as business development and marketing director, he introduced new business collaborations that significantly improved sales, and he held several leadership positions at Coca-Cola in sales and marketing roles that helped drive double-digit growth for the beverage giant.

Most recently, Mr. Ye was VP at Taomee, a leading children's entertainment and media company in China, where he led the team to deliver RMB 78 million in net sales in 2014. He was also instrumental in the promotion of Seer 4, the latest installment in a popular Chinese film series based on an online game that was the No. 1 animated film last year in this market, bringing in RMB 65 million in box office ticket sales in 2014.

"I'm so excited to join Thoughtful," Mr. Ye said. "Having worked for Fortune 500 companies for two decades now, I'm ready to join such an innovative and dynamic industry and I'm looking forward to bringing Thoughtful's highly-impactful solutions to the world's top brands."

His appointment further accelerates Thoughtful's rapid expansion in China. The company's multichannel network (MCN) has successfully partnered with Apple's Beats Electronics, Unilever, Ford Motor Co., Haier Group and other leading advertisers, leveraging

the unique power of its network of independent video creators to engage and influence their audiences. Thoughtful now has over 800 creators in China garnering about 150 million views each month, making it the leading MCN in that market.

“We are delighted to have Vincent join our team,” said Scott Pollack, Thoughtful’s EVP and Managing Director, China in Shanghai. “He couldn’t have joined us at a better time. With the exponential growth of our community of influential video creators in China, we have tremendous value to offer to both local and multinational marketers. Vincent brings a wealth of experience working with the top echelon of these companies.”



IMAGES



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ABOUT THOUGHTFUL

Thoughtful Media Group (www.thoughtfulmedia.com) is a global multichannel network (MCN) operating across Youtube and the top video platforms in China. We create, maintain and aggregate online video channels that have unique, highly engaged and engageable audiences, and helping the world's leading brands and their agencies effectively reach these audiences. Thoughtful has offices in Los Angeles, Shanghai and Bangkok, and is made up of professionals who have significant experience in television, film, digital media, marketing, market research and advertising. Within China, the company's TMG Originals network is that market's first and largest MCN for video creators (www.tmgoriginals.com).



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