



**Katherine Cheung**

Chief Marketing Officer  
Snapask



Katherine Cheung is the Chief Marketing Officer of Snapask, a leading online education platform that helps to maximize study efficiency with a personalized learning experience.

At Snapask, Katherine owns the P&L, covering all the performance marketing for more than 8 regions across Asia. She helps to discover market opportunities and lead market expansion. She led the expansion for Malaysia, Indonesia, Korea, Japan as well as Vietnam. Her expertise lies in building a brand from scratch, and transforming products to a profitable business model.

Katherine also enjoys writing. She has written for the Fortune Insight, and has published one book. Her recent book "49+1 Life Principles" is about how we can apply success formulas into one's life.