Yu-kai Chou

CEO at RewardMe

Mountain View, CA, US

Rated a Top 20 Gamification Guru. Regular Speaker/Lecturer at Stanford, Google etc on Gamification and Social Media.

Biography

Yu-kai Chou is a Serial Entrepreneur and Regular Speaker/Lecturer at Stanford University, Google Inc, and many other Entrepreneur/Venture Capitalist Organizations. He is the Co-Founder of RewardMe, a digital loyalty platform that aims to gamify offline commerce and was rated by AlwaysOn as one of the Top 10 Private Companies to Watch. Yu-kai Chou is a pioneer in Gamification since 2003, and was recently rated as one of the Top 20 Gamification Gurus.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Social Media, Advertising/Marketing, Corporate Training, Restaurant/Food Service

Areas of Expertise

Restaurant and Retail Marketing,
Gamification

Sample Talks

Advanced Gamification: what to do beyond Points, Badges, and Leaderboards
Introduces a complete Gamification called Framework called Octalysis that incorporates the 8 Core Drives that Gamification should design for.

Education

UCLA

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