



## Edith Yeung

### Founder of BizTechDay, and Guest Host of CBS 5 Startup Profile

"Edith Yeung is a force of nature." says Mark O'Leary, Comcast Regional Vice President.

Edith is a guest host of CBS 5 Startup Profile, the go-to consultant in small business marketing, a sought-after speaker, and the Founder of [BizTechDay](#) – the most impactful business technology conference serving the entrepreneur community every year in San Francisco.

Edith is passionate about connecting, educating and inspiring entrepreneurs. She has delivered many content rich, high-energy and memorable talks in US, Asia and Europe and leads [San Francisco Entrepreneur Meetup Group](#) with over 2800 members.

Edith is also co-founder and CEO of iConnect Lab, a company which connects entrepreneurs.

Prior, she consulted and won multiple awards working with Fortune 500 companies including AT&T Wireless, Oracle, Siebel, Autodesk, Cisco Systems, Symantec, American Management Systems (AMS), Telstra Australia, Matav Hungary Telecom and Taiwan Semi-Conductor.

Born and raised in Hong Kong, Edith moved to the United States by herself at the age of 16 and survived the culture shock with minimal English. Edith has led many lives: pianist, square dancer, software engineer, corporate slave, road warrior, consultant and entrepreneur. In early 2007, she left Corporate America to pursue something really meaningful to her – her entrepreneurial dream of empowering the small business community.

Seth Godin recommends her as "the person I would hire." Edith Yeung has been featured on CBS, [CNN](#), [Comcast](#), World Journal News, Marketing Sherpa and Sales & Marketing Management Magazine, Hong Kong Economics Times and Sing Tao News.

A board member of the [San Francisco Small Business Week](#), National Association of Women Business Owner and [UC Berkeley](#) Entrepreneurship Certificate Program Advisory Board, Edith Yeung graduated from Purdue University with a degree in Information Technology & Marketing. She lives in San Francisco.

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