

Wendy Chou Le (鄒之瑋)

A STAR Unicorn (Strategy, Technology, Analytics and Research)

Wendy Chou Le is an accomplished strategy executive, hands-on data leader, and consistent business growth performer with a 15+ year track record of cracking open datasets to unlock rich targeted insights, inform and shape marketing creativity, drive the implementation of disruptive strategies, and position organizations for growth and sustained success.

As the Head of Digital Growth for HomePop Brands, a Kinfine Company, she leads the double-digit growth as a top supplier-partner to major online retailers including Wayfair, Amazon, Overstock, and Target.

Wendy has been active in the Long Beach-Qingdao Association for more than ten years and currently serves as Vice President of Sister Cities of Long Beach, Inc. since 2021. "Growing up in the US at 11-years of age with roots in Ningbo, China and Taipei, Taiwan, I've had a front row seat to how cultural understanding can make (or break) business and interpersonal progress. I'm in complete alignment with the Sister Cities Organization's mission to bridge these gaps, one community at a time."

Wendy holds a Bachelors of Science degree from UCLA in Applied Mathematics with a specialization in Computer Science. She and her husband live in the Southern California area with their teenage son.

[Wendy Chou \(鄒之瑋\) Le | LinkedIn](#)