

## **KEVIN G. KHOE**

Kevin G. Khoe is presently the Chief Investment Officer of Big Big Holdings, an invest holding company that specializes in funding internet start-ups and information technology (IT) related ventures. From Oct. 1, 2000 to Oct 31, 2005, he was the Chief Operating Officer (COO) of YEHEY.com, the largest Philippine portal, which ranks among the top 5,000 sites in the world. As COO, he provided strategic leadership to the company and at the same time its day to day operations. He was tasked to re-make the company's business model, firm up business processes and boost traffic to put YEHEY! back to its top position amongst local internet sites.

Under his leadership, YEHEY! was successfully repositioned from a pure search engine to an internet lifestyle portal. It also became the most visited local portal in the Philippines. He revamped the marketing activities of the site to make it more consumer-oriented. He geared successful marketing campaigns such that its tagline YEHEY! -"Your Internet Lifestyle" became a byword for all internet users in the Philippines. It was during his time that the EzE + 121 Advertising ([www.yehey.com/advertise](http://www.yehey.com/advertise)) was launched that helped advertisers reach out to Philippine internet users. Mr. Khoe personally supervised around 150 on-line advertising campaigns for various clients. In March 2000, he led YEHEY! to be the first portal to sign-up with an Automated Teller Machine (ATM) switch to provide on-line payments. He also made YEHEY! the first local site to successfully integrate its search functionalities with Google, which further boosted the patronage of the two search engines.

He was the Research Head of the Philequity Fund, from Sept 1998 - Oct. 2000. In that capacity, he was tasked to do extensive research on companies that the fund invested in and analyzed the overall economic health of the country to better time and position the company's investments. He also performed similar tasks as Research Head for Vantage Securities Corp. ((February 1997 – September 1998) and Sapphire Securities, Inc. (June 1995 – February 1997). He was a part-time lecturer at the University of Asia and the Pacific (UAP), handling new media marketing classes for the Masters Program of the Integrated Marketing Communication course.