## (Short version)

Chia Hwu is CEO and Founder of Qubop, an enterprise mobile consulting company in San Francisco that specializes in product discovery, UI design, and native application development for iOS, Android, and wearables. Before Qubop, she was Director of Marketing and Developer Outreach at Corona Labs, where she was responsible for leading brand strategy, public relations, and product marketing for their mobile tools. Chia's background spans both hard sciences and the visual arts, and includes seven Silicon Valley startups.

## (Long version)

Chia Hwu is CEO and Founder of Qubop, an enterprise mobile consulting company in San Francisco that specializes in product discovery, UI design, and native application development for iOS, Android, and wearables. Before Qubop, she was Director of Marketing at Corona Labs, where she was responsible for leading brand strategy, developer outreach, and product marketing for their mobile tools. Chia's background spans both hard sciences and the visual arts, and includes seven Silicon Valley startups.

Chia previously worked at the Google-funded 23andMe, where she built the company's user communities, created a new product line and campaign that increased sales by 10x, and managed some of the earliest efforts in marketing genetics to consumers. She is a coauthor of Teach Yourself the Twitter API in 24 Hours (Sams) and an expert at the integration of game mechanics and social features into apps.

She has worked in biotech as a medicinal chemist, completed all coursework for a PhD in Chemistry, received her MS from UCSD, and earned her bachelor's degree from Williams College.