

Sung M. Cho

Founder & CEO, Chartmetric / Ex-Board Member, SM Entertainment

Palo Alto, CA, United States | [LinkedIn](#)

Founder and CEO of Chartmetric, a data analytics company dedicated to serve the music industry, by solving the complex problem by tracking a large amount of data and meeting the industry needs.

Most recently I worked on Sales Cloud product as Principal Product Manager at Oracle Corporation. Prior to that, I was first employee/engineer at Gamevil (KQ:063080, Market Cap: \$400MM), where I initiated mobile game development and eventually positioned the company as a leading mobile game developer. I graduated with a bachelor's degree of electrical engineering and computer science from Seoul National University, and an MBA from UCLA Anderson School of Management.

I enjoy posting ideas on my blog (<http://sungmooncho.com>), which has attracted more than 5 million views and is considered as one of the leading tech blogs in Korea as well as Medium (<https://medium.com/@sungmoon>). I invested in 10 startups in New York, Silicon Valley, and Seoul (<http://angel.co/sung-cho>).

EXPERIENCE

Seed Investor

Feb 2025 — Present

thirdspace

Anyone who's used social media today can attest that it has become more "media" than it is "social." With the rise of endless content, us students are missing what made us fall in love with it in the first place, and that's genuine social connection.

thirdspace comes in to change all of that, PUTTING THE "SOCIAL" BACK IN "SOCIAL NETWORK."

Board Member

Apr 2023 — Mar 2026

SM Entertainment

SM Entertainment is a South Korean multinational entertainment agency. Since its establishment in 1995, SM Entertainment has pioneered the entertainment industry in Korea and is a total entertainment group leading the global Korean Wave and K-POP sensation.

Investor

Jan 2023 — Present

EO STUDIO

Global startup media enabling the next generation of builders through exceptional content. The company's platform provides exclusive insights that are documentary and interview-based, enabling entrepreneurs to be updated about the current startup-related news.

Seed Investor

Oct 2022 — Present

Relate

Collaborative sales management and CRM software for startups and SMBs.

Seed Investor

Jan 2022 — Present

museLIVE Inc.

San Francisco Bay Area

Quabble is a mental health app focusing on anxiety relief, stress management, and depression support through daily, research-backed positive psychology techniques. It features a "worry box" for confidential, emotional release, mindfulness exercises, and , a, virtual, pet (Quabble Duck) to encourage consistency. The app aims to provide an all-in-one, supportive, community-based, experience for users seeking to improve their mental well-being.

Founder and CEO

Sep 2015 — Present

Chartmetric

San Francisco Bay Area

Chartmetric is a data analytics tool for the music industry. We track 9 million artists, 70 million playlists, and 30K different charts to get the market intelligence, and provide the data to record labels, distributors, and artist management companies for \$140 monthly subscription. Chartmetric is now being used by artist management and record labels, including Universal Music Group, Warner Music Group, and Sony Music Entertainment, as well as Netflix, Facebook, Apple, and Amazon.

Seed Investor

Mar 2015 — Present

Liner

Liner is an AI search engine for students and researchers. Over 10,000,000 users globally love Liner and it was recognized by a16z as the 4th most used Generative AI product on the web. We want to help more students and researchers access high-quality information easily, thus saving time during research.

Seed Investor

Feb 2015 — Present

Riiid

Riiid is a leading AI solutions provider delivering creative disruption to the education market through its cutting-edge technology. The company aims to empower global education players to rethink the traditional ways of learning via extending Riiid's AI competency.

Principal Product Manager

Feb 2013 — Nov 2014

Oracle

Redwood Shores, Redwood City, CA

Product Management of
... Oracle Sales Cloud for iPad (Mobilytics)
... Oracle Sales Cloud for Microsoft Outlook
... Oracle Sales Cloud for Consumer Goods Industry (Retail Execution)

Seed Investor

Feb 2012 — Present

Opensurvey

Opensurvey has transformed the way companies understand customers' experiences and convert them into data assets - the building blocks of customer communication and satisfaction.

Seed Investor

Dec 2010 — Present

Noom

New York, United States

Noom is the world's leading behavior change company, disrupting the weight loss and healthcare industries. By combining the power of artificial intelligence, mobile tech, and psychology with the empathy of over 1,000 personal coaches, Noom helps people live healthier lives by changing ... see more

Senior Product Manager

Jul 2009 — Jan 2013

Oracle (Sun Microsystems)

Santa Clara, CA

Hired as a post-MBA, product manager despite the economic downturn, based on my internship performance. Due to the pending Oracle-Sun acquisition, my manager had to go all the way up to EVP to get an approval to hire me.

VP Engineering (First Employee)

Jan 2000 — May 2007

Com2us Corporation

Los Angeles, CA and Seoul, Korea

When in college, I was fascinated by computer algorithm and artificial intelligence classes, so recruited four coding gurus from classmates to study and build softwares. After meeting James Song (Founder/CEO of Gamvil) at the school cafeteria in 1999, I joined him with my team to build web games. After seeing the growth opportunity in mobile gaming, I initiated and led a team to create mobile games. The company went public as of July 30th, 2009

EDUCATION

UCLA Anderson School of Management

Jan 2007 — Jan 2009

MBA in Marketing and Strategy

- Leadership: VP of Information Technology at Anderson Student Association, Conference Panel & Workshop Director at Entrepreneur Association, Student Representative at IS Associates

Seoul National University

B.S in Computer Science and Electrical Engineering

- Leadership: Algorithm Study & Analysis Club President, Literature Study Club President.
- Honors: Received Merit-Based Scholarship for 4 terms.
- Activity: Founded and led a group 'Javatopia', which later became the basis of GAMEVIL, Inc.
- Thesis: Enhanced Human Face Recognition Algorithm

CERTIFICATIONS

Spin It: Secrets of those spinning the world fast,

SKILLS

Financial Modeling · Product Management · Data Mining · Mobile Devices · Software Development · Mobile Applications · Cloud Computing · Product Marketing · Strategy · Competitive Analysis · SaaS · Business Development · Entrepreneurship · Cross-functional Team Leadership · Start-ups · Data Analysis · Management · Go-to-market Strategy · Enterprise Software