



**Mr. Andrian Lee**

Andrian Lee has been an eCommerce advocate and entrepreneur for the past 8 years. Currently he is the GM of Philippines & Emerging Markets for AsiaPay, the Hong Kong-based pioneer in electronic payment gateway and ebusiness platform solutions used by 11 leading banks in 8 countries in Asia.

Andrian recently launched the Philippines' first affordable ecommerce service for commercial merchants with the # 1 acquiring bank, BDO called PesoPay. Andrian's recent exploits in the online mobile world included starting up the New Media business for the Philippines leading online gaming company, Level Up, and launching the first online donation service for non-profit organizations called eBigay. He is spearheading the eBiz is eAsy and eCommerista campaigns to accelerate the adoption of everything "e" and is an active speaker in the Philippines and in the regional on third world ecommerce technology.

Andrian has had a long history with Venture since 2001 as a client, then consultant, speaker and now engaged as a development partner with AsiaPay to enable Venture's ecommerce capabilities.