

Michael Chiang serves as the Chief Business Officer for Fandom, addressing a global audience of almost 200 million monthly uniques, with more than 55 million pages of content and 400,000 communities. Fandom celebrates movies, tv, anime, and games by bringing together like-minded fans and connecting them into powerful communities bonded by common interest.

Prior to Fandom, Michael served as the General Manager of ScreenJunkies, a Film & TV Humor brand with over 8 million subscribers and home of Honest Trailers, a four-time Emmy nominated series. ScreenJunkies was later acquired by Fandom from its prior home, Defy Media.

At Defy Media, Michael built the digital publishing organization as SVP, Strategy & Operations, leading efforts to broaden viewership and drive revenue growth through the launch of new brands, such as Awe Me and ScreenJunkies, the expansion of current brands via new platforms and syndication/licensing, and the build out of Defy's content management and optimization organization.

Michael has been focused on building high-impact consumer offerings throughout his career by first understanding consumer needs and then finding ways to build and market offerings that satisfy those needs. At Activision, Michael identified and championed development of the highly successful (\$3B+) Skylanders franchise, as well as laying out product/positioning roadmaps for brands such as Call of Duty, Guitar Hero, Spider-Man and Tony Hawk. Similarly, at Procter & Gamble, Michael engaged in product development for the Pantene and Vidal Sassoon brands.

He received his BS in Chemical Engineering from The Ohio State University, and his MBA from UCLA Anderson School of Management. Michael resides in Los Angeles, CA.