



SPEAKER & MEDIA KIT

Yingying Li 李莹莹

Founder, Yingfluence · Speaker · Advisor

I help leaders build trust across AI, sustainability, and Asian markets. Strategic advisory for founders, executives, investors, and family offices across Singapore and Asia.

15+

YEARS

100+

COUNTRIES

5

LANGUAGES

\$12B

ENTERPRISE SCALE

Born in China, educated in the U.S., and shaped by 15+ years across ASEAN, Silicon Valley, and Latin America, **Yingying Li** is the founder of **Yingfluence**, a cross-border strategy and ecosystem practice. She helps founders, investors, and executives navigate AI, sustainability, and the trust dynamics that decide whether cross-border deals succeed. A keynote speaker, panel moderator, and educator, she has hosted a globally-followed podcast and taught at universities and forums across three continents.

SIGNATURE TALKS

AI Trust in Asia

Why governance, culture, and adoption must be designed together.

Singapore as Asia's Trust Bridge

The city-state's role in trusted AI and sustainability across the region.

The Human Layer of AI

Leadership, communication, and judgment in the AI age.

How Cross-Border Deals Fail

Trust, narrative, and stakeholder misalignment, and how to avoid them.

Sustainability Credibility in Asia

From green claims to trusted, verifiable action.

FORMATS

Keynote

Panel moderation

Fireside / in-conversation

Executive workshop

University lecture

SELECTED STAGES

- ▶ Silicon Valley Forum · Horasis
- ▶ Hong Kong Fintech Week · G100 / Sheconomy
- ▶ Hult International Business School · LinkedIn
- ▶ She Loves Tech · Unreasonable Impact
- ▶ Yenching Academy (PKU) · Nottingham Ningbo
- ▶ CETYS University (Mexico) · Wuhan University

FEATURED & HEARD

- ▶ How China Works: Host & co-producer
- ▶ The Worldly Marketer: Top 10 episodes, 2020
- ▶ Magazine features & on-camera interviews

LANGUAGES

Mandarin (native)

English

Portuguese

Bahasa Indonesia

Spanish

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