

Albert Shyy appointed as Managing Director Asia at BurdaPrincipal Investments



Albert Shyy will be appointed Managing Director Asia at BurdaPrincipal Investments on 1st April © HBM

Albert Shyy is promoted to Managing Director Asia at *BurdaPrincipal Investments (BPI)*, the growth capital arm of media and tech company Hubert Burda Media. The appointment will take effect on April 1st, 2020. In his new role, Shyy will focus on deepening *BPI*'s investment activities and guiding its growth in Asia. He joined *BPI*'s Singapore office in 2017 and has led investments in Southeast Asia into companies such as fashion marketplace Zilingo, co-living operator Hmlet and used car marketplace Carsome.

"Albert Shyy is a renowned expert with an impressive investment track record in the region. He will continue to deepen and grow our investments across Asia."

Martin Weiss, member of the executive board at Hubert Burda Media

Prior to joining Hubert Burda Media, Shyy led investment activities for GREE Ventures (now Strive) in Southeast Asia and India, where he was on the board of several portfolio companies including Indonesian payment firm Kudo and eCommerce company Berrybenka. He has also been an entrepreneur and worked for eCommerce platform Lazada as well as consulting firm Monitor Group.

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