

# Dr. William (Yi-Chuan) Lin

Founder & President | WISKEY CAPITAL

Adjunct Professor | National Taiwan University

Senior Research Fellow | Harvard Kennedy School



## ***“Entrepreneurship as an Empowerment for Social Change.”***

William's journey is driven by the belief that entrepreneurship is not just about building businesses, but about fostering meaningful change. As the Founder and President of WISKEY CAPITAL, William integrates this philosophy into every venture he supports, driving innovation with a clear purpose. His path—marked by a blend of entrepreneurial spirit, academic insight, and global vision—reflects a deep commitment to creating a more equitable and empowered society. This commitment is embodied in his multifaceted roles as an entrepreneur, educator, and investor.

Over the past two decades, William has seamlessly bridged knowledge and innovation, uniting the strengths of the US and Asia. He played a pivotal role in bringing Walmart to Asia, enriching its retail supply chains and market strategies, thereby creating significant value across both regions. At Marmon Group, his cross-continental approach to private equity spurred growth on a global scale. Subsequently, he became a serial entrepreneur, including founding a venture capital firm focused on early-stage investments, continuously driving synergies in the global economy. Since 2015, William has also served as a judge for the Hult Prize Global Entrepreneurship Competition, supporting the next generation of entrepreneurs in creating impactful ventures.

Now, as a Fellow at the Harvard Kennedy School, William is poised to exchange transformative ideas on how entrepreneurial foundations can serve as catalysts for industries and policies, fostering shared visions for progress and leadership. His work also extends to applying his developed theories to the realms of geopolitics and the emerging era of Artificial General Intelligence.

William's extensive practical experience, combined with rigorous academic training, has shaped his entrepreneurial mindset and led to the development of an innovative decision theory—“Evolving Intelligence”—which addresses the challenges of static decision-making in dynamic and uncertain environments. In addition to his entrepreneurial and research roles, William serves as an adjunct professor at National Taiwan University, Peking University, and other prominent institutions. His approach empowers leaders to navigate complexities with agility and foresight, bridging the gap between theoretical frameworks and real-world applications—skills and a mindset that are especially crucial in this wave of Generative AI. This unique blend of academic depth and practical insight distinguishes him, driving impactful change across both academic and business landscapes.

William is not only an alumnus of Harvard Business School but also holds two doctoral degrees, one in Strategic Management from National Taiwan University and another in Medicine from Guangzhou University of Chinese Medicine. Additionally, he has completed EMBA programs at both National Taiwan University and the National School of Development at Peking University.



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## SUMMARY

Experienced Founder with a track record of successful global businesses management and the launch of innovative start-ups. Strong international experience in US, Europe, Asia, particularly in China. Accumulated extensive domain know-how across sectors in retail, finance, medical and healthcare services. Executed and completed several sizable cross-border M&A transactions and IPO. An active and passionate educator in several universities.

## PROFESSIONAL EXPERIENCE

**Senior Fellow** | Harvard Kennedy School  
2024 – Present / Taiwan

- Focus on global healthcare policy research, development and improvement for Asia

**Adjunct Professor** | National Taiwan University  
2018 – Present / Taiwan

- Focus on entrepreneurship education and mentor student start-ups for global competitions

**Executive Director** | The News Lens Co., Ltd.  
2017 – Present / Taiwan

- Invested in Series B and strategized its M&A execution and current IPO process.

**Co-founder** | INSTO Co., Ltd.  
2013 – Present / Taiwan

- Executed its initial fundraising and developed the team for current operation.

**Chairman** | HUAWEI International Co., Ltd.  
2012 – Present / Taiwan

- Provide consultation and strategic resources for start-ups.
- Supervise the overall operation of the leading mother and baby platform in Chinese market.

**VP of Strategy** | Min-Sheng General Hospital  
2009 – 2012 / Taiwan and China

- Strategized and executed the reorg into medical group, its IPO and expansion into China market.

**Founding Partner** | WISKEY CAPITAL  
2008 – Present / Taiwan

- USD 60 million fund size.
- Oversee strategic investment in early stage to Series B start-ups with strong social impact.

**Senior Partner** | Marmon Group  
2008 – Present / USA and Singapore

- Established its Asia office in Singapore.
- USD 40 million fund size.

**Asia Business Director** | Wal-Mart  
2003 – 2008 / USA and Asia

- Executed the opening of 150 stores in China in 3 years and the M&A of SEIYU in Japan.
- Established the Global Sourcing Program, cost saving of USD 1.5 billion.



## EDUCATION

### PhD in International Business

National Taiwan University  
2013 – 2017 / Taipei, Taiwan

### Executive MBA

National Taiwan University  
2009 – 2011 / Taipei, Taiwan

### PhD in Chinese Medicine

Guangzhou University of Chinese Medicine  
2013 – 2016 / Taipei, Taiwan

### Executive MBA

Harvard Business School  
2003 / Boston, USA

### Executive MBA

National School of Development at Peking University  
2013 – 2015 / Taipei, Taiwan

## PUBLICATIONS

*Entrepreneurial management, M&A strategy, investment management, mobile economy, medical, institutions management, strategic management, featuring acupuncture, biomed.*

1. Lee, Y. C., Liu, Y. H., Lin, J. C., Hu, C. Y., Kuo, J., Lin, Y. C., & Lo, S. L. (2024). UV/Sulfite reduction kinetics of perfluorobutane sulfonic acid (PFBS), perfluorooctane sulfonic acid (PFOS) and perfluorooctanoic acid (PFOA). *Separation and Purification Technology*, 347, 127505.
2. Cheng, C. L. Y., Tsai, W., & Lin, W. (2021). A Prophet Has No Honor in His Hometown? Repurposing in the Mobile App Industry. In *Academy of Management Proceedings* (Vol. 2021, No. 1, p. 12734). Briarcliff Manor, NY 10510: Academy of Management.
3. Lin, William. "The Effectuation Dynamics: The Identification-Cognition-Empowerment Perspective." *Academy of Management Proceedings*. Vol. 2020. No. 1. Briarcliff Manor, NY 10510: Academy of Management, 2020.
4. Lin, William. "The Social Mechanism on Involving the Dynamics of Transition between Effectuation and Causation." *Academy of Management Proceedings*. Vol. 2019. No. 1. Briarcliff Manor, NY 10510: Academy of Management, 2019.
5. Lin, William. "Dynamics of Transition between Effectuation and Causation in Entrepreneurial Contingency." *Academy of Management Global Proceedings 2018* (2018): 124.
6. Lin, William. *Multifaceted Network Effects and Competition: A Study of the App Economics of Google Play*, Strategic Management, IB, PhD Dissertation, NTU, 2017.
7. Lin, William. "Exchange Mechanisms of Transition from Effectuation to Causation in Entrepreneurial Contingency." *Academy of Management Proceedings*. Vol. 2017. No. 1. Briarcliff Manor, NY 10510: Academy of Management, 2017.
8. Chen, C. N., Lin, Y. C., Gan, B. K., & Wu, Y. H. (2017). The Evolution of Competitive Advantage and the Adaptive Organizational Learning of Firms. In *Academy of Management Proceedings* (Vol. 2017, No. 1, p. 13257). Briarcliff Manor, NY 10510: Academy of Management.
9. Lin, William. "The Mechanisms of Transition from Effectual to Causal thinking in Entrepreneurial Contingency." *International Journal of Business and Management* 12.5 (2017): 51.
10. 林益全, 針刺十三鬼穴治療中風後抑鬱的療效觀察, 博士論文, 廣州中醫藥大學, 2016.
11. 林益全, 中國醫改政策下社會辦醫的模式探討, 碩士論文(EMBA), 北京大學, 2015.
12. 林益全, 臺灣醫療產業委外經營之研究, 碩士論文(EMBA), 台灣大學, 2011.

