

# Kris Newey

CPTO · Chief Product & Technology Officer

*Accelerating business with AI, worldwide*

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Ctrip

Dell

Suryani

Ezbuy

Heywind

Sanuker

2006

2011

2016

2021

2026

Dashed: Chudaxi — founded May 2021 alongside the main role; full-time since Jul 2026.

## SUMMARY

A product-minded technologist and CPTO. For 20 years I have built platforms that turn technology into business value worldwide — cross-border e-commerce in Southeast Asia, Amazon-native consumer brands, AI-powered business messaging on Meta, and now AI product services, AI acceleration (e/acc) and cross-border AI compute at Chudaxi Inc. Clients and partners include NVIDIA, TikTok, IKEA, HSBC, Cisco, Shopify, SHEIN, ASUS, Maybank, Anker, miHoYo and Akulaku.

20 years building software and platforms since 2006 · 3× founder · Meta Business Partner via Sanuker (2021–2026)  
· 1,600+ brands served on Woztell

## EXPERIENCE

### 2021 – Present

#### Chudaxi Inc. — Founder & CEO

*Founded in May 2021; full-time since Jul 2026 — AI product services, AI acceleration (e/acc) and cross-border AI compute.*

- Leads AI product services — helping companies design, build and ship AI-native products and agent-based workflows.
- Drives AI acceleration (e/acc): bringing the latest models and multi-agent workflows into client teams to compress time-to-value.
- Participates in and coordinates multiple cross-border AI compute services, connecting compute capacity with demand across countries.

### 2021 – 2026

#### Sanuker Woztell Group — Co-founder, Sanuker GCR · Development Manager

*Official Meta Business Partner providing business messaging to global brands.*

- Built Woztell, a conversational business platform that helps brands market and sell across global messaging channels — turning complex, flexible brand conversations into clear visual conversation flows.
- Moved the product to AI-first: integrated OpenAI and Llama models into Woztell, transforming scripted messaging into intelligent conversations; as a Meta partner, continuously optimized open-source Llama for client use cases.
- Delivered fast, effective AI conversation solutions for 1,600+ brands and 3,000+ business accounts — including IKEA, SHEIN, Anker, miHoYo and Akulaku — handling 120M+ conversations every month.
- Extended Meta-based conversation services to local businesses in Southeast Asia and Europe, and built an independent development team in Southeast Asia for customized client work.

2015 – 2021

### **Heywind Inc. — CTO & Co-founder**

*Consumer-brand startup building eyewear brands for global e-commerce.*

- Built a complete eyewear portfolio from scratch as technical co-founder — TIJN, TIJN Home and Miraga.
- Applied cloud computing and advertising-analytics algorithms, steadily lifting brand ROI well above the category average.
- Digitized and automated Amazon operations end-to-end through Amazon's retail APIs, letting a small, tech-led team run what would normally take a far larger operations staff.
- Built a highly automated multi-channel network (MCN) platform connecting brand traffic with KOL / influencer channels across the full journey: awareness → conversion → repeat purchase.

2012 – 2015

### **Ezbuy.com — Chief Architect · Platform Technology Lead**

*Cross-border shopping platform, formerly 65daigou.com, bringing overseas products to customers across Southeast Asia.*

- Owned web, database, DevOps and mobile-app engineering end-to-end.
- Architected the entire front-end and back-end platform from scratch, adapting it for each Southeast Asian market.
- Launched the mobile app, helping make Ezbuy.com the preferred cross-border shopping platform for Southeast Asian customers.
- Set the technical architecture and stack for the whole engineering team, laying the foundation for Ezbuy to join Southeast Asia's top tier of e-commerce platforms.

2006 – 2012

### **Earlier career**

- **Suryani Inc.** — Senior Software Engineer & Manager 2010 – 2012. Led the WMS team building warehouse management systems for top e-commerce sites such as Diapers.com and Soap.com; Suryani was later acquired by Amazon.com.
- **Dell Inc. (CCC, China Region)** — Senior Development Engineer, IT/CFI Team 2008 – 2010. Built customization-service processes and systems for the Asia-Pacific region and optimized production-line automation.
- **Ctrip.com (Trip.com)** — Senior Development Engineer, Domestic Flights 2006 – 2008. Led a team of engineers upgrading the domestic flight booking system to a modern architecture and optimizing online ticketing logic.

## **SELECTED PROJECTS**

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2024 – Present

### **AI Forge (Chudaxi)**

Chudaxi's AI product studio: multi-agent workflows that design, build and ship AI-native products for clients quickly.

Founder · Product & technology lead

2021 – 2026

### **Woztell**

Conversational business platform on Meta messaging, now AI-first (OpenAI, Llama).  
1,600+ brands · 3,000+ business accounts · 120M+ conversations per month. Used by global brands including IKEA, SHEIN, Anker, miHoYo and Akulaku.

Co-founder, Sanuker GCR · Product & technology lead

|             |                                                                                                                                                                                                                                                                     |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2024 – 2026 | <b>Sanuker AI Business Operator</b><br>AI business-operations agent built on Woztell: automates brands' customer conversations, marketing and sales flows on WhatsApp and other Meta channels.<br>Product & technology lead                                         |
| 2015 – 2021 | <b>TIJN · TIJN Home · Miraga</b><br>Eyewear brands built from zero for Amazon and global D2C. Multi-brand, multi-market portfolio.<br>CTO & Co-founder                                                                                                              |
| 2015 – 2021 | <b>Heywind ERP</b><br>In-house ERP connecting Amazon orders, inventory, advertising and supply-chain data — running multi-brand, multi-marketplace operations for TIJN, TIJN Home and Miraga.<br>CTO · Architecture & engineering lead                              |
| 2012 – 2015 | <b>Ezbuy platform &amp; mobile app</b><br>Cross-border shopping platform for Southeast Asia — web, database, DevOps and mobile app architected from scratch. Served shoppers in multiple countries on web and mobile.<br>Chief Architect · Platform Technology Lead |

SKILLS

|                         |                                                                                                                                                                                                                       |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AI & LLMs               | OpenAI API · Llama · LLM integration · AI agents & multi-agent workflows · Conversational AI · AI acceleration (e/acc)                                                                                                |
| AI Infrastructure       | Cross-border AI compute services · Compute capacity coordination                                                                                                                                                      |
| Business Messaging      | Meta Business Messaging · WhatsApp Business Platform · Messenger · Instagram · Conversation design                                                                                                                    |
| E-commerce & Growth     | Cross-border e-commerce · Amazon retail APIs · Ad analytics · MCN / KOL marketing · Branding                                                                                                                          |
| Engineering & Cloud     | System architecture · Web & mobile · Databases · DevOps · Cloud computing                                                                                                                                             |
| Product                 | Product strategy · Roadmapping · UX/UI · Analytics & experimentation                                                                                                                                                  |
| Management & Leadership | Engineering & product team leadership · Cross-border distributed teams · Hybrid human + AI-agent teams · Hiring & mentoring · Delivery & project management · Operations management · Stakeholder & client management |

EDUCATION · LANGUAGES

|             |                                                                                |
|-------------|--------------------------------------------------------------------------------|
| 2002 – 2006 | <b>Project 211 university, China</b> — Bachelor's degree, Software Engineering |
| Languages   | Mandarin — Fluent · English — Working proficiency                              |

*Kris Newey*

Kris Newey · Last updated Oct 2026