

Ivy Wu

Co-founder and CMO, Formfty Singapore

Wu Tingyu (Ivy), is a passionate entrepreneur and champion of innovation in consumer electronics. She combines her passion for creativity with her extensive marketing and branding expertise to drive the launch of multi-award-winning product campaigns globally, which have garnered prestigious international awards, including the CES Best of Innovation Award. With a remarkable track record of seven years as a valuable asset in the global expansion of China-based consumer electronics startup XGIMI, culminating in its IPO on the Shanghai Stock Exchange, Ivy decided to embark on a new endeavor.

She co-founded Formfty, a 3D printing service-oriented company that supports the design and manufacturing of next-generation consumer electronics and medical products. With Formfty, Ivy hope to create a community where young innovators and entrepreneurs can learn and collaborate to create positive change at the grassroots level. By working with Formfty, the youths are not only creating a product, but they are also playing a crucial role in making a positive impact on society.

Ivy is a true leader in the startup space. Alongside her notable work with XGIMI and Formfty, she has also taken on the role of mentor to budding entrepreneurs both in China and the US. Thanks to her expertise in international branding and marketing, digital marketing, e-commerce operations, and business development, she's assisted startups in achieving multi-million dollar revenues from scratch. Whether it's developing go-to-market strategies for new products or brands, or navigating the complexities of large e-commerce platforms and crowdfunding, Ivy is a true expert in her field.

Areas of Expertise:

Branding, Digital Marketing, E-Commerce Operations, Business Development