



Ms Erika Cheung

Co-Founder & Executive Director
Ethics in Entrepreneurship

Erika Cheung is the Co-Founder and Executive Director of Ethics in Entrepreneurship (EIE), a non-profit organization that is mobilizing a social movement to promote an ethical culture within companies. EIE acts as the connective tissue between tools, resources, and experts to implement ethics at the core of their businesses.

Erika was one of the key whistleblowers in the Theranos scandal that stopped the company from processing thousands of patients' samples with faulty technology. The story has been covered in the book "Bad Blood" by John Carreyrou, 60 minutes, ABC news, the HBO documentary "The Inventor: Out for Blood in the Silicon Valley," and "The Dropout" on Disney+.

After working for biotechnology companies, she committed herself to grow the entrepreneurial ecosystem in Hong Kong, China, and Southeast Asia. She was the founding team member of the Betatron, a technology accelerator based in Hong Kong. The program invests and supports early-stage tech companies scale and grow across Asia. She also founded Spiral Bio, an application-based community facilitating investment and partnerships for healthcare and biotechnology companies across the APAC markets.