



## CEO Jeff Chen: A Visionary and Champion of Innovative Technology

Lasting change is the result of many factors, but there is always a catalyst: some person or event, which galvanizes the public and transforms behavior. Few companies have the privilege of launching such a movement because the variables involved – the ability to foresee market trends, the dedication to creating something completely innovative, the wisdom to recruit top professionals and the discipline necessary to thrive – are so rare.

For Jeff Chen, this sense of urgency – the belief that information should be accessible and intelligible is at the center of the most important event in the recent history of modern technology: the creation of a better Internet browser; the rise of Maxthon.

This success is, at its core, a story of Jeff's perseverance, both as a student and fan of technology. In his spare time, despite rigorous academic responsibilities at one of China's most prestigious technical universities, and independent of his already taxing work schedule, the idea began: create *the* Internet browser, then known as MyIE2 (and later branded as Maxthon). And that's exactly what Jeff did, and still does – build award-winning, transformative products and services.

Jeff is, in many respects, a classic example of the inventor-as-entrepreneur, someone who sees a need – the demand for a better browser – and creates a solution. Such people are at the heart of technological revolutions, individuals who create the products they want – innovations consumers value – and realign an entire industry. Maxthon is the embodiment of this ideal: a fast, efficient and easy to use browser, with loyal supporters worldwide.

For this international community of users, Jeff's passion is a point of respect and distinction; he symbolizes a key principle, one which puts technology directly in the hands of people who share ideas, trade stories and spread the word about new products. Most importantly, Jeff is accessible; he wants to hear from and speak with people who use Maxthon's products, because this feedback is crucial to constantly improving the way we enjoy the Internet.

Jeff continues to lead Maxthon to new milestones, working directly with experts who complement his philosophy and believe in the universal benefits of the company's vision. With this team in place, and based on Jeff's emphasis on developing innovative products and services, Maxthon looks forward to ongoing achievements.

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