



Taylor Hoang

*Owner
Pho Cyclo*

A serial entrepreneur, Taylor Hoang is constantly playing with new business ideas and how to encapsulate these ideas into helping and promoting Asian communities. Born in Da Lat Vietnam, Ms. Hoang's Vietnamese culture of food and family has dictated her diverse career path while her entrepreneurial acumen has resulted in a broad and unrelenting vehicle for success.

As a business school student at University of Washington, Ms. Hoang found and successfully managed a mortgage brokerage firm that specialized in securing loans for minorities after seeing how the lack of experience, knowledge, and language had hindered these clients from getting a mortgage loan during her time at Bank of America. Ms. Hoang and her staff worked especially with the Vietnamese, Chinese, Cambodian, Russian, and at risk clientele.

As a Mortgage Broker in Seattle, Ms. Hoang realized a market need for authentic Vietnamese restaurants, not just for Seattle's Vietnamese population, but also to expand the cuisine to other groups outside of the Vietnamese community. Ms. Hoang took her propensity for business and training as a chef from her mother and opened the first Pho Cyclo Cafe in 2003 at the age of 28.

While managing Pho Cyclo Café, Ms. Hoang met many coffee industry experts, discussing the state of coffee farmers in Vietnam. Ms. Hoang founded Winstar LLC based in Vietnam and with the support of international organizations such as Conservation International, IMF and World Bank, and the Vietnamese Government, Winstar was able to assist farmers with obtaining financing, technical support, and government assistance to grow better and more sustainable coffee for international export. Winstar successfully operated on the hopes of alleviating poverty in large coffee growing regions and providing a better living and social economics for coffee growers. Seattle based Starbucks became one of her company's largest supporters of the program.

Remaining in Vietnam for 5 years, Ms. Hoang moved onto founding several internet companies to serve the Vietnam market. In 2009, with the addition of her daughter, Ms. Hoang moved back to Seattle to raise her family and grow her highly successful Pho Cyclo Café brand and launching Lavender Jade Catering. Originally started as a side project in 2003, and as a challenge to create better pho than what was available in the area, Pho Cyclo grew to five locations: the original Sodo location, Broadway in 2005, Downtown in 2011, Bellevue in 2012, and South Lake Union in 2013.

With Cyclo Corp established in the Seattle area, Ms. Hoang turned her entrepreneurial ambition towards advocacy work for the ethnic and immigrant population. She serves as a voice for the ethnic small business owner in political arenas and her advocacy work led to her founding Ethnic Business Coalition (EBC), a 501c3 nonprofit committed to developing, promoting and improving the long-term growth, sustainability, and success of immigrant and minority-owned businesses in Washington State. As executive director, Ms. Hoang guides the marketing,

financial, advocacy services and resources and provides the representation that is essential for small, minority owned businesses to succeed.

Under Ethnic Business Coalition, Ms. Hoang launched EthnicSeattle.com, a groundbreaking, one-of-a-kind digital publication that serves as an engaging resource for locals and visitors to discover Seattle's various ethnic communities and businesses through original, video and highlighted content.

In her free time, Ms. Hoang volunteers and mentors aspiring entrepreneurs in the Asian community while advocating fundamental principles and policies as executive director of EBC. Her astute entrepreneurial and business leadership has also positioned Ms. Hoang on the board of Seattle Metropolitan Chamber, The Washington Restaurant Association, The Seattle Downtown Association, and the University of Washington Alumni Association. Ms. Hoang also serves on the Seattle Community Police Commission.