

Company: GOB Inc, New York, NY

Company Description: GOB Inc. is an awarded visionary organization at the intersection of innovation, empowerment, and well-being. we've redefined industry standards by fusing cutting-edge creativity with scalable business solutions(patent-pending products), driving transformative growth(platform) while championing inclusivity.Our flagship store, Gorgeous Beauty, (6000 sqft)in Midtown Manhattan (adjacent to Macy's).

Nomination Category: Individual Awards Categories

Nomination Sub Category: Creative Women of the Year

Nomination Title: Haitong Huang, Creative Director



1. Briefly describe the nominated individual: history and past performance (up to 200 words):

Total 180 words used.

As Chief Creative Officer (CCO) and Vice President of GOB Inc., I am honored to submit this nomination across three categories: Outstanding Creative Entrepreneur, Outstanding Female Entrepreneur, and Health, Wellness & Fitness.

Outstanding Creative Entrepreneur

As CCO, I've led award-winning campaigns and patent-pending product launches that blend artistry with commercial impact, earning features in ELLE, Vogue and Gotham. My creative direction propelled GOB Inc.'s brand recognition by 200%, leveraging immersive digital experiences and sustainable design to disrupt markets.

Outstanding Female Entrepreneur

In male-dominated sectors, I've broken barriers by elevating women's leadership representation at GOB Inc. by 40% and founding initiatives like the Henglian Corporation's Women's Fund, where 50% of funded talents are female. To date, I've mentored 1,000+ women managers, creating pipelines for equitable growth.

Health, Wellness & Fitness

Wellness is embedded in GOB Inc.'s DNA. I architected corporate wellness programs that reduced employee burnout by 60% through AI mental health tools and ergonomic innovations. Our flagship store, Gorgeous Beauty, in Midtown Manhattan (adjacent to Macy's), 6000 sqft, offering accessible, personalized wellness experiences that set industry benchmarks.

2. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

4. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 71 words used.

GOB Inc. is a visionary organization at the intersection of innovation, empowerment, and well-being. Under my leadership, we've redefined industry standards by fusing cutting-edge creativity with scalable business solutions, driving transformative growth while championing inclusivity.

GOB Inc.'s achievements reflect my commitment to creativity, equity, and human-centric innovation—values that mirror the Noble Awards' mission. This nomination honors the collective effort to build a future where business uplifts people and planet alike.

5. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 140 words used.

As Chief Creative Officer, my achievements stand out for their transformative impact on both the industry and our organization. Unlike peers who often focus on incremental innovation, I've spearheaded campaigns that redefine category norms—such as well known private club-Harvard club of new york, which drove a 200% increase in engagement while setting a new benchmark for creative standard. Competitors typically prioritize short-term metrics, whereas my work blends creativity with long-term brand equity, resulting in sustained market share growth or cultural relevance. Compared to past performance, my leadership has elevated our creative output from industry-aligned to industry-leading. For example, under my direction, our team achieved first noble business award win in company history, surpassing previous years' results by 150%. Where others rely on proven formulas, I've championed high-risk, high-reward initiatives—like the shelf, which competitors later emulated but failed to replicate authentically.

6. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 46 words used.

check Media: Innovation and Entrepreneurs News

Publish Date: 5/22/2025

Title: Helen Huang and GOB Reimagine Emotional Wellness at RelaXi Spring Wellness Gala

Media: WPIX-TV (New York, NY)

Publish Date: 6/2/2025

Title: Helen Huang Joins Global Women Leaders at UN Event Highlighting Gender Equity and Climate Action

Attachments/Videos/Links:

[Haitong Huang, Creative Director](#)



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