



ASIA-PACIFIC
LEADERSHIP
CONFERENCE
2024



April 5-7, 2024
Seoul, Korea

welcome

환영합니다

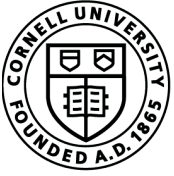
About APLC

Initiated in 2007 by esteemed alumni leaders in Hong Kong, the Asia-Pacific Leadership Conference serves as a gathering point for highly engaged and dedicated university volunteers from across the region. Noteworthy participants include university trustees, presidential councilors, Cornell University Council (CUC) members, Presidential Cornell Council of Women (PCCW) members, volunteer leaders of various alumni groups, along with other alumni, parents, and friends who have generously devoted their time, talent, and treasure to support the university's endeavors.

The success of the event hinges on the commitment and leadership of alumni volunteers in the region. Since its inception in 2007, six alumni clubs have hosted the conference, with locations spanning Bangkok '19, Beijing '11, '16, Hong Kong '07, '12, '17, Seoul '10, Shanghai '13, and Singapore '08, '14, '23. Volunteer leaders in these areas, along with their friends, mentors, and members of the Cornell Asian Alumni Leadership Association (CAALA), have contributed significantly to the conference's success. In recent years, close collaboration with campus partnerships has further enhanced participant experiences by bringing some of the university's most sought-after thought leaders to the event. Since 2012, 15 academic units, including A&S, AAP, Atkinson, Brooks (as the Master of Public Health Program), CALS, CIS, Cornell Teach, Engineering, Hotel, Johnson, Law, SC Johnson, the Vet School, Weill Cornell, and the Office of the Vice Provost for International Affairs have joined this partnership.

Today, the conference consistently draws alumni leaders from 12-15 countries/regions in the Asia-Pacific, a significant increase from the 2007 conference, with the number of attendees growing nearly tenfold. Alumni leaders eagerly anticipate the occasion to rekindle friendships, celebrate our alma mater, share best practices, and reconnect with the rigor and relevance of the university experience through alumni-faculty dialogues on timely regional and global subjects. The enduring success of the Asia-Pacific Leadership Conference is a testament to the unwavering dedication and inspirational commitment of our alumni to the Cornell community, igniting a legacy of excellence that continues to inspire.

CONFERENCE PARTNERS



Cornell Bowers CIS
College of Computing
and Information Science

**Global
Cornell**

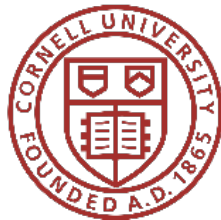


Cornell AAP
Architecture Art Planning



Johnson
Cornell
SC Johnson College of Business

**Cornell
Human
Ecology**



**Cornell
Engineering**



Nolan
Cornell
SC Johnson College of Business



The College of
Arts&Sciences

Cornell CALS

College of Agriculture and Life Sciences



Cornell University
Alumni Affairs and Development



ILR School

DESIGNING A SUSTAINABLE FUTURE: THE IMPORTANCE OF COLLABORATION, INNOVATION, AND ACTION

Friday, April 5 CLUB LEADERS MEETING, CONFERENCE REGISTRATION & WELCOME RECEPTION

- 6:00 – 6:40 p.m. **Welcome Reception | Conference Registration**
- 6:40 – 7:00 p.m. **Welcome Remarks**
Introduction:
Brian Bonchun Koo PhD '95, Immediate Past President, Cornell Club of Korea
Featured:
Sang-mok Choi PhD '96, Deputy Prime Minister and Minister of Economy and Finance
- 7:00 – 9:30 p.m. **A Conversation with President Martha E. Pollack**
Dinner | Entertainment
-

Saturday, April 6 CORNELL UNIVERSITY ASIA-PACIFIC LEADERSHIP CONFERENCE Part I: Leading Cornell

- 7:45 – 9:00 a.m. **Networking Breakfast | Conference Registration**
- 9:00 – 9:10 a.m. **Welcome Remarks**
Fred Van Sickle, Vice President, Alumni Affairs and Development
- 9:10 – 10:10 a.m. **From the Hill: Campus Updates**
Moderator: **Wendy Wolford**, Vice Provost for International Affairs and Robert A. and Ruth E. Polson Professor of Global Development in the Department of Global Development
Featuring:
Kavita Bala, Dean, Ann S. Bowers College of Computing and Information Science
Kate Walsh, Dean, Cornell Peter and Stephanie Nolan School of Hotel Administration
J. Meejin Yoon '95, Dean, College of Architecture, Art, and Planning
- 10:10 – 10:30 a.m. **Morning Break and Group Photo**
- 10:30 – 12:00 p.m. **Around the Region: Engaging Cornellians in the Asia-Pacific**
Moderators: **Mark Hansen '79** and **Alice Chan '01**, CAALA
Featuring: Asia-Pacific Alumni Volunteer Leaders
- 12:00 – 1:30 p.m. **Lunch**
- 12:50 – 1:30 p.m. **Lunch Spotlight**
Featuring: **Jessica Chen Weiss**, Michael J. Zak Professor for China and Asia-Pacific Studies in the Department of Government and Director of the Levinson Program in China & Asia-Pacific Studies

Part II: Designing a Sustainable Future: The Importance of Collaboration, Innovation, and Action

- 1:30 – 2:30 p.m. **RED Talks: Cornell Entrepreneurs & Innovators**
Originally launched at the 10th Annual Asia-Pacific Alumni Leadership Conference, RED Talks spotlight inspiring alumni entrepreneurs from around the region. Featured alumni will share their vision and energy leading innovation in a variety of industry areas.

Moderator: **Kate Walsh**, Dean, Cornell Peter and Stephanie Nolan School of Hotel Administration

Featuring:

Howard Ho '05, Co-founder & CEO of Section L

Arthur Huang '02, CEO and Founder of MINIWIZ CO., LTD

DK (Do Kyung) Lee '16, Founder & Chief Business Officer, MarqVision

Bryant Lu '98, Vice Chairman of Ronald Lu and Partners, Founder and Chairman, BEHAVE

Anna Sung '11, CFO of Coupang Eats

2:30 – 2:45 p.m.

Afternoon Coffee Break

2:45 – 3:45 p.m.

Deliberate Discourse: The Confluence of Psychology, Communications, and Behavioral Science in the 21st Century

We are surrounded by information—friends, family, social media, the news—what does it mean to be informed in the information age and how do people make decisions? This panel will discuss the interplay of human behavior, social norms, and judgment. Cornell Faculty and alumni will tackle the fascinating intersections and applications of messaging and media in our ever-evolving society.

Moderator: **Lisa Nishii**, Professor and Vice Provost for Undergraduate Education

Featuring:

David Pizarro, Professor, Department of Psychology

Lee Humphreys, Professor and Chair, Department of Communication

3:45 – 4:10 p.m.

Afternoon Coffee Break

4:10 – 5:10 p.m.

Tech Horizons: Artificial Intelligence in Sustainability Innovation

This panel will explore the profound impact of AI on innovation in developing technologies and building a sustainable future. Cornell Faculty and alumni will highlight recent developments at the frontiers of AI at Cornell and in industry and discuss the opportunities and challenges of a world increasingly powered by artificial intelligence.

Moderator: **Kavita Bala**, Dean, Ann S. Bowers College of Computing and Information Science

Featuring:

Yong L. Joo, BP Amoco/H. Laurance Fuller Professor, Smith School of Chemical and Biomolecular Engineering

Ying Hua, Associate Professor, Department of Human Centered Design, College of Human Ecology

Dr. Tianyi Jiang '96, MEng '97, Co-Founder and CEO, Avepoint

5:10 – 5:25 p.m.

Closing Remarks: Taking It Forward

William Sanghee Oh MMH '98, President, Cornell Club of Korea

5:25 – 5:30 p.m.

Toast

Michelle Vaeth '98, Associate Vice President, Alumni Affairs

7:00 – 9:00 p.m.

Optional Dinner Experiences (chosen during registration)

Sunday, April 7

Optional Social and Cultural Excursion(s) in Seoul (chosen during registration)

SPEAKER BIOGRAPHIES



Kavita Bala, Dean of Cornell Bowers CIS and Professor of Computer Science

Kavita Bala, computer scientist, entrepreneur, and professor, was named dean of the Faculty for Computing and Information Science in 2020,

and is the inaugural dean of the Cornell Ann S. Bowers College of Computing and Information Science. She received a Bachelor of Technology (B.Tech.) from the Indian Institute of Technology, and a Masters of Science (S.M.) and a Doctor of Philosophy (Ph.D.) in Computer Science from the Massachusetts Institute of Technology. Prior to her dean appointment she was chair of Cornell's Department of Computer Science.

Bala's research expertise is in computer graphics and computer vision and she has made fundamental contributions to the field. Her early research focused on realistic, physically-based rendering and includes seminal work on scalable rendering, notably the development of approximate illumination algorithms, as well as deep contributions to modeling of textiles. Currently, Bala is working on recognition of materials, styles, and other object attributes in images.

In addition to numerous teaching awards and publishing a graduate textbook, she has received a variety of awards and accolades including: the SIGGRAPH Computer Graphics Achievement Award (2020); the IIT Bombay Distinguished Alumnus Award (2021); she is an Association for Computing Machinery (ACM) Fellow (2019); and is a Fellow of the SIGGRAPH Academy (2020).

As chair of the Department of Computer Science, Bala expanded the department's presence in robotics and artificial intelligence, increased opportunities for undergraduate research and entrepreneurship, and expanded diversity efforts for students and faculty. As dean, her goals include fostering research excellence and interdisciplinary research; expanding experiential learning and novel educational initiatives for students; deepening connections across Cornell campuses; and broadening participation in Cornell Bowers CIS.



Jessica Chen Weiss, Michael J. Zak Professor for China and Asia-Pacific Studies in the Department of Government and Director of the Levinson Program in China & Asia-Pacific Studies

From August 2021 to July

2022, she served as senior advisor to the Secretary's Policy Planning Staff at the U.S. State Department on a Council on Foreign Relations Fellowship for Tenured International Relations Scholars (IAF-TIRS). Weiss is the author of *Powerful Patriots: Nationalist Protest in China's Foreign Relations* (Oxford University Press, 2014). Her research appears in *International Organization*, *China Quarterly*, *International Studies Quarterly*, *Journal of Conflict Resolution*, *Security Studies*, *Journal of Contemporary China*, and *Review of International Political Economy*, as well as in the *New York Times*, *Foreign Affairs*, *Los Angeles Times*, and *Washington Quarterly*. Weiss was previously an assistant professor at Yale University and founded FACES, the Forum for American/Chinese Exchange at Stanford University. Born and raised in Seattle, Washington, she received her Ph.D. from the University of California, San Diego in 2008, where her dissertation won the 2009 American Political Science Association Award for best dissertation in international relations, law and politics.



Howard Ho '05 (NOLAN), Co-founder & CEO of Section L

Section L is an apartment-hotel management company with 9 properties across Tokyo and many more in the pipeline. Section L's vision is

to build and manage hotels without strangers, where guests can easily connect with and enhance each other's journeys through intuitive, in-house social networking app and a community-centric service team.

Prior to Section L, Howard worked for Shangri-La Hotels & Resorts as an asset manager as well as a founding team member of the JEN by Shangri-La brand, with over 5,000 rooms across Asia Pacific. His other experiences include guest service with Four Seasons Hotels, hotel development advisory with Horwath

SPEAKER BIOGRAPHIES

HTL, and founding a short-term rentals platform in Japan. At Section L, Howard is fortunate with work with several Cornellian colleagues and investors.



Ying Hua, Director, Cornell China Center and Associate Professor, Human Centered Design

Dr. Ying Hua has been the inaugural director of the Cornell China Center since 2018. She is responsible for

the Center's programs to fulfill its mission to continue grow the rich connections between Cornell University and China, and to foster innovative collaborations to address critical challenges facing the world, include climate change and sustainability. The Center runs grant programs to support Cornell faculty's collaborative research with Chinese scholars, and organizes various series of well-attended events in China for Cornell's visibility and impact, including the annual Cornell-China Forum.

Dr. Hua is an associate professor in the Department of Human Centered Design in the College of Human Ecology. She is a faculty fellow of the Cornell Atkinson Center for Sustainability and the Cornell Institute for Healthy Futures. She has a multidisciplinary background of architecture, building science, and environmental psychology. Her research informs the design and management of built environments for supporting stakeholder decision-making, creating dynamic occupant experience; and supporting the building sector's climate change mitigation and adaptation.

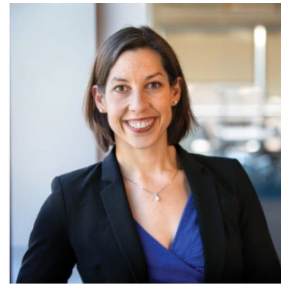


Arthur Huang '02 (AAP), CEO and Founder of MINIWIZ CO., LTD

Arthur is trained as an engineer, architect from Cornell and Harvard university, and recognized by World Economic Forum as the "technology

pioneer" leading in circular economy revolution today with 17 global invention patents granted making decentralized upcycling a reality. He has completed over 300,000 sqm of circular buildings across 17 major global cities transforming local trash into modular upcycled building products with government, largescale

RE developers and consumer brands like NIKE, Starbucks, PMI, BAT, McDonald in the last 18 years. Arthur won the Financial Times Earth Award 2010, Wall Street Journal Innovation Award 2012, Bloomberg NYC Venture Fellow 2012, IDEA GOLD Award 2013, National Geographic Emerging Explorer 2016, Vatican Award for Science/Ecology/Architecture 2019, Obama Foundation Emerging Leader 2019, IDEAT Vision Award 2019, and the WDO World Design Impact Prize 2021.



Dr. Lee Humphreys, Professor and Chair, Department of Communication (CALs)

Dr. Lee Humphreys studies the social uses and perceived effects of communication technology. Her research has

explored mobile phone use in public spaces, emerging norms on mobile social networks, and the privacy and surveillance implications of location-based services. Her recent scholarship tries to historicize social media into a broader context of communication practices. Often using qualitative field methods, she focuses on how people integrate communication technology in their everyday lives in order to facilitate identity management and social interaction. She received her BS in Communication from Cornell University and received her MA and PhD from the Annenberg School for Communication at the University of Pennsylvania.



Dr. Tianyi Jiang '96, MEng '97, Co-Founder and CEO, AvePoint

Dr. Tianyi Jiang (TJ) co-founded AvePoint (Nasdaq: AVPT) in 2001, serving as COO and Co-CEO prior to becoming CEO in 2019. TJ

is responsible for the overall strategy and direction of AvePoint, which includes product innovation, investor relations, and business development. He is focused on delivering value to customers, partners, shareholders, and the AvePoint team, every day.

TJ was named 2023 CEO of the Year, in the Information Technology Products or Services category by the Globee Awards and is a recipient of Ernst & Young's 2010 Entrepreneur of the Year

SPEAKER BIOGRAPHIES

award in New Jersey. He received both his B.S. and master's in electrical and computer engineering from Cornell University, and a Master of Philosophy and PhD in Data Mining from Department of Information Systems, Operations Management, and Statistics, Stern School of Business, NYU.



Yong Lak Joo, BP Amoco/H. Laurance Fuller Professor in the School of Chemical & Biomolecular Engineering

He received his B.S. degree at Seoul National University in Korea in 1989, and received his M.S. and Ph.D.

in Chemical Engineering at Stanford University in 1993. From 1993 and 1999, he was a senior research engineer at Hanwha Chemical Corporation in Korea. Prior to joining Cornell in 2001, Yong Lak Joo did two years of a postdoctoral research in the Department of Chemical Engineering at MIT.

His research focuses on the integration of molecular details into a macroscopic level in nanomaterials processing. He received a 3M Faculty Award in 2004. He is also a recipient of a National Science Foundation CAREER Award and a DuPont Young Professor Award. He also received an Excellence in Teaching Award in College of Engineering, Cornell University. He is a fellow of American Institute of Chemical Engineers (AIChE). He served as Senior Associate Dean for Masters Programs in the Engineering College from 2019 to 2023, and currently is on sabbatical and extended leave, working at Samsung SDI R&D Center in Korea as Executive Vice President in Research and Development.



DK (Do Kyung) Lee '16 (NOLAN), Founder & Chief Business Officer, MarqVision (YC S21)

DK is the Founder and Chief Business Officer of MarqVision, a leading AI-powered IP management

software provider. He co-founded MarqVision in 2020 through the Harvard Innovation Program. Under his leadership, the company has expanded to employ over 200 professionals, catering to a diverse clientele of more than 200 enterprise

customers, including renowned luxury brands such as Louis Vuitton, Chanel, and Gucci, as well as global entertainment entities like HYBE and YG.

Headquartered in Los Angeles, MarqVision operates its APAC headquarters in Seoul, with satellite offices in Paris and New York. The company has secured substantial backing exceeding \$40 million from prominent global investors, including Y Combinator, Softbank, DST Global, and Ebay.

Prior to launching MarqVision, DK contributed to the success of DailyHotel, a Travel Tech startup that achieved acquisition by a unicorn company valued at \$60 million. Before his tenure at DailyHotel, DK gained valuable experience as a digital strategy consultant at Ernst & Young.



Bryant Lu '98 (AAP), Vice Chairman of Ronald Lu and Partners, Founder and Chairman of BEHAVE

Bryant Lu, Vice Chairman of Ronald Lu and Partners (RLP Asia) and founder of its insight partner Behave, is

a sustainability leader in the architecture and design industry. Under his leadership, RLP Asia creates life-centric designs that connect the community, while being sustainable, climate-resilient, future-ready and that honour local culture and heritage. During his 20 at RLP Asia, the firm has received over 300 international and local design accolades, and made major contributions through such projects as the world-renowned Xiqu Centre, a Hong Kong icon purpose-built for the traditional art form of Cantonese opera; CIC - Zero Carbon Park, the first net-zero building in China for civilian use; TODTOWN, the first real transit-oriented development in China; Integral, a sustainable industrial garden in Guilin, and numerous others – helping to design a better life for the community and the environment.

As a civic-minded architect, Bryant actively supports the architecture and design industry. He is the Vice President of Hong Kong Institute of Architects; an expert member of the Transit-Oriented Development Committee of China Society of Territorial Economists; a senior member of the

SPEAKER BIOGRAPHIES

Chinese Society for Urban Studies; a council member of the University of Southern California School of Architecture; and a council member of the Lingnan University. Bryant is also an inaugural council member for Design and Architecture for the M+ Museum, a member of the Board of Governors for the Hong Kong Arts Centre; Honorary Secretary of Council for the Hong Kong Chinese Orchestra and the Vice Captain of Hong Kong Golf Club.



**Lisa Nishii, Professor
and Vice Provost for
Undergraduate Education**

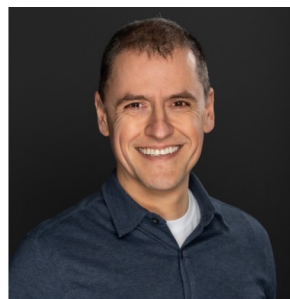
Lisa Nishii is a Professor in the Human Resource Studies department in the ILR School. She joined the faculty at Cornell after earning her Ph.D. and M.A. in Organizational Psychology from the University of Maryland at College Park and B.A in economics from Wellesley College. Lisa was inspired to pursue a research career when, as an undergraduate student, she discovered research articles that helped her make sense of the often clashing individualistic (American) and collectivistic (Japanese) values underlying her mixed identity and childhood experiences growing up in Tokyo, Japan. Much of her earlier research was on dimensions of cultural difference and their cognitive and behavioral manifestation in applied organizational settings. She is most well known for her pioneering research on climate for inclusion – what it is, how it is shaped by leaders, and the consequences for both group processes and individual outcomes.

After serving as the director of ILR's International Programs for five years, Lisa moved into her current role as the university's Vice Provost for Undergraduate Education (VPUE) in 2018. In 2022, she became the inaugural director of ILR WIDE, a center focused on Workplace Inclusion and Diversity Education at the ILR School. Since May of 2023, Lisa has also been serving as the university's Vice Provost for Enrollment, overseeing university admissions, financial aid, registrar functions, and compliance.

Under Lisa's leadership, the VPUE team has built on the robust student access and success programs already in place in the Office of Academic Diversity Initiatives and Learning Strategies Center and experiential learning

curricula offered in the faculty-led Living-Learning communities to launch: new centers for Student Veterans and Health Professions Advising, a powerful advising (CRM) platform and an interconnected system for instructors to report academic concerns about students, a university-wide Professional Academic Advising Community, and a centralized turn-key service for accommodated testing. In addition, they have radically evolved the approach, and expanded the impact, of the Intergroup Dialogue Project.

Since May of 2023, Lisa has also been serving as the university's Vice Provost for Enrollment, overseeing admissions, financial aid, registrar functions, and compliance. She has been leading the implementation of recommendations from the 2023 Presidential Task Force on Undergraduate Admissions, including the expansion of strategic partnerships for recruiting prospective students, data-informed decision making, and process refinements. She has accelerated progress towards President Pollack's affordability initiative by increasing the number of students receiving financial aid, increasing the income threshold for no-loan financial aid packages, and eliminating students' summer earnings expectation.



**David Pizarro, Professor,
Department of Psychology**

David Pizarro is a professor in the Department of Psychology at Cornell University in Ithaca, NY. His primary research interest is in how and why humans make moral judgments, such as what makes us think that certain actions are wrong, that some actions deserve blame or praise, or that some people are good (or bad) people. In addition, he studies how emotions influence a wide variety of social judgments. These two areas of interest come together in the topic of much of his recent work, which has focused on the emotion of disgust and the role it plays in shaping moral and political judgments. In his spare time, he also co-hosts a podcast on the psychology and philosophy of ethics called Very Bad Wizards.

SPEAKER BIOGRAPHIES



**Anna Sung '11 (A&S),
CFO of Coupang Eats**

Anna Sung serves as the CFO of Coupang Eats, Korea's fastest-growing food delivery service with multi-billion-dollar revenue. Her expertise lies in data-driven decision-making and profit-and-loss management, particularly within early-stage businesses. Over her eight years of experience at Coupang (known as Amazon of Korea), Anna has overseen finance of various business verticals including Eats (comparable to UberEats/DoorDash), Rocket Delivery (comparable to Amazon Prime), and Open Market Business, driving their exponential growth. Her dedication played a pivotal role in propelling the company's growth by 20x, leading to its successful initial public offering on NYSE in 2021. Before joining Coupang, she gained valuable experience as a licensed CPA in Assurance and Financial Advisory Services at PriceWaterhouseCoopers. She earned her B.A. in Economics from Cornell University in 2011. Beyond her professional endeavors, Anna finds joy in traveling and swimming during her leisure time.



**Kate Walsh, Dean, Cornell
Peter and Stephanie
Nolan School of Hotel
Administration, E. M.
Statler Professor**

Kate Walsh is Dean of the Nolan School and E. M. Statler Professor. A professor of management, Dr. Walsh has been a member of the School's faculty since 2000. She received her Ph.D. from the Carroll School of Management at Boston College and her M.P.S. degree from Cornell's School of Hotel Administration. She holds a Bachelor of Science degree in Accounting from Fairfield University.

Dr. Walsh's primary research is in identity, leadership and career development. She also conducts research examining the impact of strategic human capital investments. In addition to contributing to numerous books, her articles have appeared in such outlets as *Journal of Management*, *Journal of Service Research*, *Journal of Organizational Behavior*, *Journal of Vocational Behavior*, *Human*

Resource Management Review, *Organization Science*, *Career Development International*, *The Service Industries Journal*, *Trends in Organizational Behavior*, *Research in Management Consulting*, *Journal of Applied Behavioral Science*, *The Learning Organization*, *International Journal of Hospitality Management* and *The Cornell Hospitality Quarterly*.

Dean Walsh has extensive industry experience. She is the former director of training and development for Nikko Hotels International, corporate training manager for the former Bristol Hotels, and senior auditor for Loews Corporation. Dr. Walsh is also a former New York State Certified Public Accountant.

Dr. Walsh began her second term as dean in July, 2021. Since the beginning of her administration, Dean Walsh has focused on positioning the Nolan Hotel School for the future of hospitality business education. This includes undertaking a comprehensive renewal of the graduate and undergraduate curricula, developing the school's online global presence, launching two new graduate degree programs, and providing extensive thought-leadership for the hospitality industry through the school's six centers and institutes. She has been recognized by the International Hospitality Institute as one of the top 100 most influential people in USA hospitality and travel, as well as global hospitality and travel, as one of the 30 most influential educators in global hospitality, and as one of the global 25 most influential women in hospitality.



**Michelle J. Vaeth '98
(CALs), Associate Vice
President for Alumni Affairs**

Michelle holds a B.S. in Biological Sciences with a concentration in Neurobiology & Animal Behavior. Upon graduating from Cornell, Michelle joined Procter & Gamble in Cincinnati, OH, where she spent the next 18 years in roles of increasing responsibility across multiple P&G global business units, including leading brand communications, media relations, public relations, and crisis & issues management for multiple P&G \$5+ billion global health care divisions. A winner of multiple professional awards, Michelle notably led P&G's global effort Protecting Futures: Keeping Girls in School

SPEAKER BIOGRAPHIES

which received the first-ever Cannes PR Lion at the Cannes International Festival of Creativity, and the United Nations Association of the USA's Global Leadership Award. Outside of work, Michelle is an avid volunteer, and has served in many community leadership roles including as President of the Junior League of Cincinnati. Currently, Michelle serves as Vice President of the 125,000-member Association of Junior Leagues International and on the board of the SPCA of Tompkins County. Michelle, her husband Pete Thorman, and their dogs split their time between Ithaca and Tully, NY.



Fred Van Sickle, Vice President for Alumni Affairs and Development, is the university's chief fundraiser, overseeing the team responsible for building alumni engagement worldwide and securing private support from individuals and institutions for the University through the "To Do the Greatest Good" campaign.

Before joining Cornell in January of 2016, Fred served Columbia University as Executive Vice President for Alumni and Development. During his 12 years there he played a pivotal role in planning, executing, and completing the \$6.1 billion Columbia Campaign. Fred also served as chief development officer at the Institute for Advanced Study in Princeton, New Jersey; associate vice president for Development and assistant dean for Development for the College of Literature, Science, and the Arts at the University of Michigan; vice president for Alumni and Development and secretary of the College at Lake Forest College (his undergraduate alma mater); and director of Principal Gifts at Princeton University.

Fred holds a Master of Education degree from Harvard University and a Doctor of Education degree from the University of Pennsylvania. He serves as President of the Board of the Finger Lakes Land Trust and as a board member of the Food Bank of the Southern Tier. He and his wife Susan live in Lansing, New York and have children who reside in New York City.



Wendy Wolford, Vice Provost for International Affairs; Robert A. and Ruth E. Polson Professor, Department of Global Development

Wendy Wolford is Robert A. and Ruth E. Polson Professor of Global Development in the Department

of Development Sociology in the College of Agriculture and Life Sciences. Her research includes work on international development, land use and distribution, social mobilization, agrarian societies and critical ethnography.

As vice provost for international affairs, she focuses on strengthening the university's many global connections and interdisciplinary initiatives.

At Cornell since 2010, Wolford has served as the faculty director for economic development at the David R. Atkinson Center, where she co-led CARE-Cornell and Oxfam-Cornell collaborations. She was co-leader of a three-year theme project on contested global landscapes at Cornell's Institute for the Social Sciences.

Wolford received her Bachelor of Arts in economics and international development from McGill University (1994) and her PhD (2001) in geography from the University of California, Berkeley. Before joining Cornell, she was a faculty member in geography at the University of North Carolina-Chapel Hill (2001-2010) and a postdoctoral fellow at Yale University (2004-2005). She spent 2016-2017 as a Fulbright scholar in Mozambique and Portugal, and she is currently working on a book on the politics of inequality and rural development in Brazil and Mozambique.



J. Meejin Yoon '95, Gale and Ira Drukier Dean of the College of Architecture, Art, and Planning

J. Meejin Yoon is the Gale and Ira Drukier Dean of the College of Architecture, Art, and Planning (AAP) at Cornell University, and co-founding partner of

Höweler + Yoon. An architect, designer, and educator, Yoon is committed to advancing creative and critical pedagogies and practices, scholarship, and research that address the many urgent environmental and social challenges we face in our cities and communities.

Yoon's own work and research examines intersections between architecture, urbanism, technology, and the public realm. Her professional projects include cultural buildings and public spaces including the Institute of Democracy and the Memorial to Enslaved Laborers at the University of Virginia, the MIT Museum at the Massachusetts Institute of Technology, and the Living Village Project at Yale University.

of Contemporary Art in Chicago, the Los Angeles Museum of Contemporary Art, and the Venice Biennale of Architecture, among others. She is co-author of *Verify in Field: Projects and Conversations Höweler + Yoon* (Park Books, 2021) and *Public Works: Unsolicited Small Projects for the Big Dig* (Map Books, 2009); and author of *Absence*, an artist book published by Printed Matter and the Whitney Museum of Art in 2003.

Yoon received a Bachelor of Architecture from Cornell University (1995), and a Master of Architecture in Urban Design from the Harvard University Graduate School of Design (1997). Yoon served on the faculty of the Department of Architecture at MIT for seventeen years and was the head of the department from 2014–2018. Recent honors include the World Cultural Council Leonardo da Vinci World Award of Arts, the Rome Prize, and election to the American Academy of Arts and Letters, the highest recognition of artistic merit in the United States.



Sang-mok Choi Ph.D. '96,
Deputy Prime Minister and
Minister of Economy and
Finance Art, and Planning

Sang Mok Choi is South Korea's Deputy Prime Minister and Minister of Economy and Finance. After graduating

summa laude from Seoul National University College of Law in 1986, he completed a master's degree in public administration at Seoul National University's Graduate School of Public Administration.

Since 1987, he has served as an official of the Ministry of Economic Affairs. In June 1996, he received his PhD in economics from Cornell University, specializing in macroeconomics..

On March 22, 2019, he was appointed as an outside director of Ildong Holdings, and as of March 12, 2020, he was appointed as an outside director of Shinhan Investment Corp.

In March 2022, after Yoon Suk-yeol was elected president, he participated in the 20th Presidential Transition Committee as a secretary of the Economy 1 Division, and he has served as the secretary of the transition committee.

THE CORNELL CLUB OF KOREA

EXECUTIVE COMMITTEE



**Kyungbae
Suh**
MBA '87
Past President (10th)



**Brian
Bonchun Koo**
MA '90, PhD '95
Immediate Past President (11th)

SENIOR LEADERSHIP



**William
Sanghee Oh**
MMH '98
President (12th)



**Sungmok
Ryu**
MPS '01
Vice President



**Chulyong
Charlie Cho**
MBA '98
Vice President



**Eunsuk
Rho**
'01 (ENG)
Vice President



**Sungmin
Cho**
MMH '02
Vice President

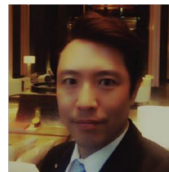
BOARD OF DIRECTORS



**Daniel
Cho**
MS '09, MBA '10
Director



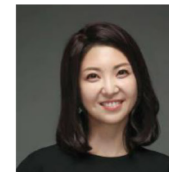
**Dennis
Dongbeum Koo**
MBA '05
Director



**Moon-Gi
Koh**
MLA '04
Director



**Young
Choi**
MMH '06
Director



**Claudia
Hong**
'01 (A&S)
Director



**Seojin
Kim**
'07 (AAP)
Director



**Kyung
Bok Son**
'07 (CALs), MILR '09
Director



**Phil
Jay Kim**
'08 (A&S)
Director

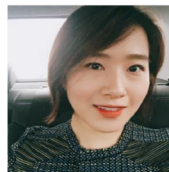


**Sung
Yoon Woo**
MBA '08
Director



**Soongyoung
Eric Won**
'01 (ENG), MEng '06
Director

BOARD OF SECRETARIES



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Hong**
'13 (NOLAN)
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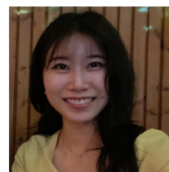
**Justin
Hyungsuk Ha**
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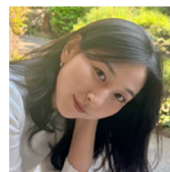
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'14 (ENG)
Secretary



**Daniel
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Secretary



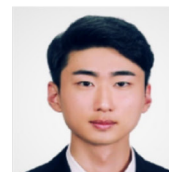
**Hyebin
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'16 (NOLAN)
Secretary



**Minhye
Choi**
'16 (AAP)
Secretary



**Seokho
Daniel Yoon**
'17 (A&S), MILR '24
Secretary



**Hoggie
Kwon**
'20 (A&S)
Secretary

CORNELL CLUB OF KOREA EXECUTIVE COMMITTEE BIOGRAPHIES

Chulyong Charlie Cho MBA '98

Chulyong is the president and CEO of Dongwoo International, a leading international logistics company in Korea.

He currently serves as the president of the Johnson Club of Korea, the recipient of Johnson's Henry P. Renard '54, MBA '55 Regional Alumni Club of the Year Award.

His wife Jiwon Hyon is a Sloan MHA '99.

Daniel Cho MS '09, MBA '10

Daniel has actively participated in the Cornell Finance Club of Korea, contributing to the development of networks within the finance industry.

Holding an MBA and MS in Real Estate from Cornell, Daniel ventured into the real estate investment sector post-graduation.

Presently, he serves as the Head of Korea for M&G Real Estate, a UK-based investment manager. His journey reflects a commitment to both the Cornell community and the investment realm, showcasing a blend of academic achievement and professional dedication.

Sung Min Choi MMH '02

Sung is the CEO of The Grand Hotel & Dutyfree, G-Tech Foil & Film, Grand Global, DWG International and DWG Holdings.

He is an active member of the Cornell Hotel Society, currently serving as the president of the Korea chapter.

Minhye Choi '16 (AAP)

Minhye graduated from Cornell with a Bachelor of Fine Arts degree in Architecture, Art, and Planning. Minhye has a dual professional path, with experience in the Art and private education sector.

She is a working artist and has had numerous exhibitions in the U.S. and South Korea. Further, Minhye is working as an academic counselor in the international school in Seoul, South Korea as well.

Young Choi MMH '06

Young is the CEO of The Hospitality Service, Inc., Additionally, he contributes time as a Development Representative in Korea for Small Luxury Hotels of the World.

Young is an adjunct professor in the School of Architecture at Hongik University. He is very active in both the Harvard Real Estate Society of Korea and the Cornell Hotel Society of Korea, serving as the President and Vice President, respectively.

Justin Hyungsuk Ha '14 (ENG)

Justin is the Senior Manager of Venture Investment Division, Shinhan Financial Group. He also works in the Venture Investment Division of both Hi Investment Partners and Twosun Investment.

Justin is active in the Daol Investment & Securities Research Center and in the KOSPI KRX Market.

He also serves as a secretary of the Cornell Finance Club of Korea.

Claudia Hong '01 (A&S)

Claudia is the Executive Vice President and Head of Corporate Affairs, Korea, at Weber Shandwick. She is a licensed attorney in the state of California, successfully passing the California Bar. Claudia is the Co-chair of the SME Collaboration Committee with the American Chamber of Commerce Korea (AMCHAM Korea), and is a former member of the Cornell Alumni Admissions Ambassador Network (CAAAN).

Gina Hong '13 (NOLAN)

Gina was born and raised in Seoul. Pursuing her passion in food and traveling, Gina attended Hotel School as a Class of 2013. Upon graduation, Gina started her career in NYC and then later moved back to Korea. Later, Gina started her masters in Cognitive Psychology at Yonsei University and graduated in 2017. And currently, Gina is working at Eleven D&C Ltd., where she works for a hotel development in a mixed-use development project.

Gina first got involved in Cornell Club of Korea as a volunteer for the various events. Now as a Principal Secretary of Cornell Club of Korea, Gina thoroughly enjoys using what she have learned from Hotel School and contributing to the alumni community.

Hyebin Jin '16 (NOLAN)

Hyebin graduated from Cornell University with a Bachelor of Hotel Administration. With a background in marketing and advertising.

CORNELL CLUB OF KOREA EXECUTIVE COMMITTEE BIOGRAPHIES

She led global campaigns for Samsung Galaxy before shifting her focus to IT and then serving as a brand manager in the streaming service industry.

Currently, she works as a brand manager in the global character IP business, where she collaborates on diverse projects with K-pop artists.

Phil Jay Kim '08 (A&S)

Phil Jay Kim is the Chief Marketing Officer of GVA Asset Management, a Hedge Fund domiciled in Korea specializing in equities and convertibles.

Having lived most of his life as a global nomad, Phil in the past lived in the Helsinki, Cairo, Seoul, Seattle, Chicago, Boston, Washington DC, and Ithaca. It was only when he turned 32 that he first lived in one city for over 3 years consecutively.

Phil has been actively involved with Cornell Club of Korea since graduation. In the past, he has been involved with CCK as Principal Secretary.

Seojin Kim '07 (AAP)

Seojin graduated from AAP in 2007 with a BFA degree in Fine Arts. She has been involved in various artist collaboration projects which aim to create unique branding experiences.

Her passion for blending art with technology led her to establish a startup, specializing in marketing designs and AI-driven image generation. This venture reflects her aspiration to merge the realms of creativity and technology innovatively. Currently, she teaches Brand Image and Media at Yonsei University.

Moon Gi Koh MLA '04

Moon is Head of Real Estate Investment & Management Unit at Mirae Asset Global Investments.

Dennis Dongbeum Koo MBA '05

Dennis is Vice-Chairman & CEO of Invenia Corporation. Invenia is a KOSDAQ listed company in Korea specializing in the manufacturing of display technology equipment.

Prior to this, he was the co-president of LIG Insurance Co. (US Branch). the manufacturing of display technology equipment.

Hoggie Kwon '20 (A&S)

Hoggie is an Investment Banking Associate of IPO Division at

NH Investment & Securities. He is also on the panel of the Korea Economics Olympiad (KEO).

William Sanghee Oh MMH '98

In addition to serving as the President of the Cornell Club of Korea, William is the Vice Chairman of Global Tour, Korea's inaugural travel agency. Established in 1960, Global Tour specializes in business travel management, MICE, premium travel, and inbound tourism. As a pioneer in the Korean tourism industry for the past 64 years, the company has consistently maintained its position as a leader in the field.

William also served as a BOD Member of the Seoul Tourism Organization in 2021, received a Presidential Commendation for his work during Tourism Day 2021, and served as the president of the Cornell Hotel School of Korea from 2008-2018.

Before his time as the president of the CCK, he served as a vice president from 2013-2020.

Jeongho Park '14 (ENG)

Jeongho earned his Bachelor of Science degree in Operations Research from Cornell in 2014. He has since built a diverse career that spans financial advisory, investment banking, and, currently, infrastructure private equity with a focus on the logistics industry.

Eunsuk Rho '01 (ENG)

Eunsuk is the Senior VP and Commercial Officer of Laneige, Amorepacific Corporation.

Before his time as a director of the CCK, he served as a secretary of the club.

Sungmok Ryu MPS '01

Sungmok is currently CEO of Hwasung Engineering, a mechanical engineering company providing facility maintenance and construction service to Samsung Electronics' semiconductor factories throughout Korea.

Sungmok served as one of the key members of Lehman Brothers' Principal Transaction Group (PTG) in Seoul to lead the firm's proprietary investments in real estates and worked for Standard Chartered Bank (Seoul) as the Head of Alternative Investments in Korea and Dubai.

He also serves as board member of Soong Eui School Foundation in Korea.

CORNELL CLUB OF KOREA EXECUTIVE COMMITTEE BIOGRAPHIES

Kyung Bok Son '07 (CAL S), MILR '09

Kyung Bok is the CEO of Funky Bro, Storm S Company.

Kyung Bok went to College of Agriculture and Life Sciences Cornell for Ph.D. and left early with MS in Microbiology. He also earned MILR degree majored in Human Resource and Organization in 2009. Kyung Bok has tried to put together life science background and business knowledge in various industrial fields.

Currently he is playing a role as an accelerator for start-ups and tried to apply result of digital marketing result to decision making of investment for early stage start-ups. He is also playing a role as an angel investor in Korea.

Soongyoung Eric Won '01 (ENG), MEng '06

Soongyoung is the CEO of Samwon Printing & Packaging.

Daniel Woo '15 (A&S)

Daniel graduated from Cornell with a Bachelor of Arts & Sciences degree in Economics.

He has held various roles in the tech, F&B, and energy industry. Notably, Daniel is the founding member of Medallia's Korea office.

He currently heads gas stations and F&B brands consisting of Korea's largest Vietnamese franchise and Chinese cuisine with 100+ locations.

Sung Yoon Woo MBA '08

Sung Yoon is a graduate of Cornell's Johnson Graduate School of Management, where he earned his MBA degree. He serves as the director of the Cornell Club of Korea and the Vice President of Communications at the Johnson Club of Korea.

Currently, he is the CEO of Credian Partners, a private equity firm he founded in 2014 in Korea. Additionally, Sung Yoon is a Managing Partner at Valence Capital, which manages a SPAC listed on NASDAQ.

Seokho Daniel Yoon '17 (A&S), MILR'24

Daniel is the Founder and Secretary-General of Debate Korea, a non-profit organization dedicated for fostering debate and communication and the Convenor of the Korea World Universities Debating Championships 2021. He has more than 15 years of experience in debate programs in more than a dozen countries.

At Cornell, he majored in Government and Asian Studies and minored in International Relations and Law & Society while actively taking part in the Cornell Speech and Debate Society. He would then go on to become a debate coach for the team while pursuing a graduate degree in Industrial Labor Relations.

CORNELL ASIA ALUMNI LEADERSHIP ADVISORS



Alice Chan '01, Cornell Asia Alumni Leadership Advisor (CAALA)

Alice Chan '01 is the Executive Director of Continental Holding Ltd. Based in Shanghai, she oversees the group's businesses in Mainland China. Prior to joining Continental,

Alice worked in investment banking for Credit Suisse, New York and in marketing for Christian Dior, Hong Kong.

Alice received her Bachelor of Science degree from Cornell University's School of Hotel Administration in 2001. As an alumni leader, she is a member of the Cornell Asia Alumni Leadership Advisors team. She has also served as the President of the Cornell Club of Hong Kong and on the Cornell University Council. In the broader business community, Alice is the first female President of the Entrepreneurs' Organization China East Chapter.



Mark Hansen '79, Cornell Asia Alumni Leadership Advisor (CAALA)

Mark '79 (Arts & Sciences) is based in Singapore. He is currently Managing Director at the Asian Leadership Institute, Asia's oldest executive coaching firm.

He was previously Head of Asia Governance and Strategic Initiatives at Standard Chartered Bank. Prior to that he was a partner at Booz Allen Hamilton leading their Asia financial services practice. Mark has lived and worked across Asia for almost 30 years. Mark also has a MA in economics from UC Berkeley and also studied Chinese at the National Taiwan Normal University.

Mark has served his second term on Cornell University Council beginning in 2011 and was actively involved in regional alumni engagement as Cornell Alumni Association Board Director-from-the-Region (DFR) for Asia. A long-time volunteer leader, Mark was instrumental in the forming of the Cornell Club of Singapore and continues to serve as a Senior Advisor on the Club Board.



Jeff MacCorkle '88, Cornell Asia Alumni Leadership Advisor (CAALA)

Jeff MacCorkle '88 (Arts & Sciences) is the Managing Director of Pacific Rim Resources (PRR) a coal, power and infrastructure developer in China and Indonesia.

For 20 years Jeff was a senior management consultant in China's energy sector. Jeff was a partner with Booz & Company (formerly Booz Allen Hamilton) leading Booz's Beijing office. In China he has worked extensively with leading international and domestic energy companies.

Jeff started his career in China with Fuqua Industries where he was country manager for Fuqua World Trade. In 1991 he was elected to the Board of Governors of the American Chamber of Commerce in Beijing and, later was elected the Secretary of the American Chamber of Commerce in the PRC.

Jeff received his BA from Cornell University, MBA from the International Business Program at the University of Southern California and attended the University of International Business and Economics in Beijing. He and his family have lived in China for over 27 years. Besides his service on the University Council and the Cornell Alumni Association board (as a Director-from-the-Region), he is also active in the Cornell Clubs of Beijing, Vietnam and Indonesia.



Stanley Sun '00, MBA '05, Cornell Asia Alumni Leadership Advisor (CAALA)

Stanley Sun '00 is the Deputy Chairman and Chief Executive Officer of China-Hongkong Photo Products Holdings Limited. With a focus on overall business develop-

ment, Stanley drives strategic initiatives and oversees the Group's growth and success. He also holds the position of Managing Director at Fuji Photo Products Co., Ltd., a subsidiary of the Group.

Stanley joined the Group in 2005, initially as a BD Manager at Fuji Photo Products Co., Ltd., where he successfully implemented sales and marketing strategies. Prior to joining the Group, he gained valuable experience at Fuji Photo Film in New York and Fujifilm Headquarters in Japan, specializing in digital imaging products.

Stanley received his Master Degree in Business Administration from Cornell University's Johnson Graduate School of Management. He has served as Advisor of the Cornell Alumni Advisory Board and Member of the Cornell University Council since 2016. With his commitment to Cornell University, he served as Member for Hotel School Dean's Advisory Council in 2019. Stanley is actively in fundraising and event organization in Asia region, his leadership extends to the Cornell China Advisory Board in 2023 to serve as a Board Member.



**Bobby Tsai '83, Cornell Asia
Alumni Leadership Advisor
(CAALA)**

Bobby Tsai '83 (College of Engineering) now resides in Hong Kong. Bobby started his career as a Product Development Engineer for Procter & Gamble, and

later worked for a period of time as an executive recruiter for Spencer Stuart & Associates. Since 2007, Bobby has returned to his family business and is now the Executive Director at Bond Apparels International, a China-based garment manufacturer.

Bobby has been an active alumni leader for the past two decades or so, and at various times has served as President of the Cornell Club of Hong Kong, Chair of International Programs Committee at the University Council and Vice President of the Cornell Alumni Association.



Kudos

Thanks to our volunteer leaders and generous partners for being a source of inspiration and extraordinary support!

Cornell Club of Korea ExCo

William Sanghee Oh MMH '98 | Sungmok Ryu MPS '01
Chulyong Charlie Cho MBA '98 | Eunsuk Rho '01 (ENG) | Sungmin Cho MMH '02
Daniel Cho MS '09, MBA '10 | Dennis Dongbeum Koo MBA '05
Moon-Gi Koh MLA '04 | Young Choi MMH '06 | Claudia Hong '01 (A&S)
Seojin Kim '07 (AAP) | Kyung Bok Son '07 (CAL S), MILR '09
Phil Jay Kim '08 (A&S) | Sung Yoon Woo MBA '08
Soongyoung Eric Won '01 (ENG), MEng '06 | Gina Hong '13 (NOLAN)
Justin Hyungsuk Ha '14 (ENG) | Jeongho Park '14 (ENG) | Daniel Woo '15 (A&S)
Hyebin Jin '16 (NOLAN) | Minhye Choi '16 (AAP)
Seokho Daniel Yoon '17 (A&S), MILR '24 | Hoggie Kwon '20 (A&S)

Cornell Club of Korea Advisors

Kyungbae Suh MBA '87 | Brian Bonchun Koo MA '90, Ph.D. '95

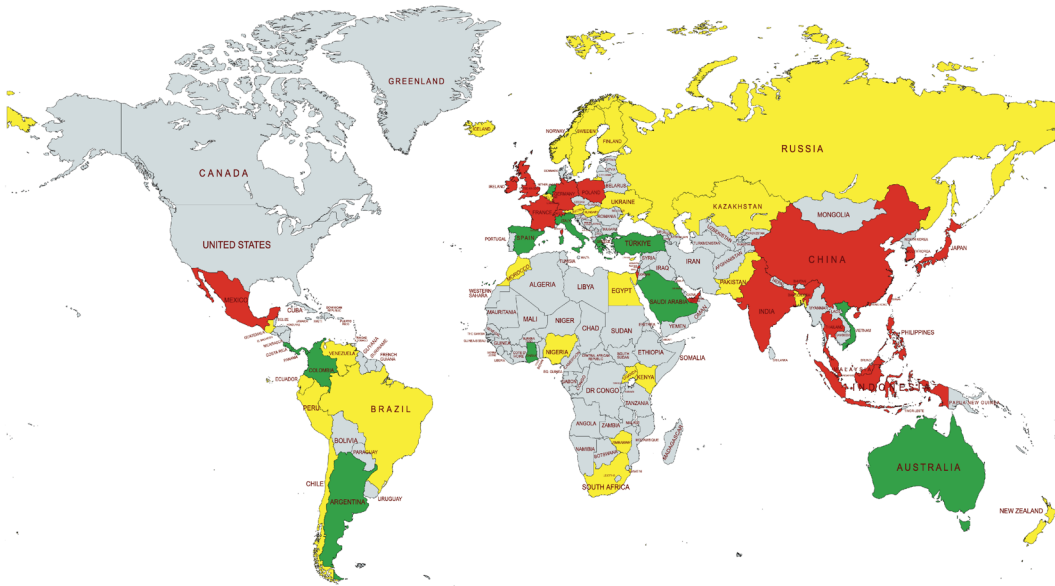
Additional Local and Regional Contributors

Hyung Suk Park MPS '03 | Soo Hyun Baik MPS '13 | Hwangduk Doug Kim MPS '16
Jung Won Park MPS '06 | Seojin Ceci Kim '07 (AAP) | Bon Wook Koo MBA '08
Cassie Nam '08 (NOLAN) | Sungmin Cho MMH '02 | Charlie Cho MBA '98
William Oh MMH '98 | Chang-Hoon Choi MPS '03 | Jin Park '22 (A&S), MPS '23
Seunghye Chai '09 (CAL S) | Christine Choo '17 (NOLAN) | Jung Hee Park '13 (CHE)
Saewon Lee MILR '05 | Kylie Youk '20 (CAL S) | Eunju Lee MMH '07 | Sera Park '18 (NOLAN)
Jin Oh '16 (NOLAN) | Jiweon Suh '17 (CHE) | Julia Ha MMH '06 | Da Hye Lee '16 (A&S)
Wook Seon Hong '04 (A&S) | Hyung Ahn '22 (NOLAN) | Mia Shin '17 (NOLAN)

Cornell Asia Alumni Leadership Advisors

Alice Chan '01 (NOLAN) | Mark Hansen '79 (A&S) | Jeff MacCorkle '88 (A&S)
Stanley Sun '00 (NOLAN), MBA '05 | Bobby Tsai '83 (ENG)

ENGAGED CORNELLIANS AROUND THE WORLD



- ▶ Clubs
- ▶ Communities
- ▶ Contacts

23 CLUBS

13 in ASIA

Beijing, Hong Kong, Indonesia, Japan, Malaysia, Mumbai, The Philippines, Shanghai, Shenzhen, Singapore, South Korea, Taiwan, Thailand

7 in EUROPE

France, Germany, Ireland, Luxembourg, Poland, Switzerland, United Kingdom

2 in the MIDDLE EAST

Israel, United Arab Emirates

1 in LATIN AMERICA

Mexico

27 CONTACTS

11 in EUROPE

Austria, Belgium, Cyprus, Finland, Iceland, Hungary, Kazakhstan, Norway, Russia, Sweden, Ukraine

7 in AFRICA

Egypt, Kenya, Morocco, Nigeria, Uganda, South Africa, Zimbabwe

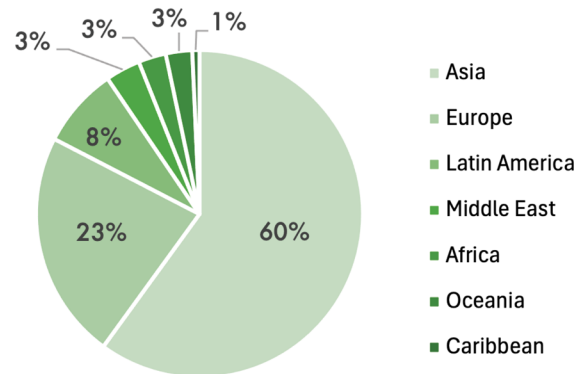
6 in LATIN AMERICA

Brazil, Chile, Ecuador, Guatemala, Peru, Venezuela

3 in ASIA-PACIFIC

Bangladesh, New Zealand, Pakistan

INTERNATIONAL ALUMNI by Region



15 COMMUNITIES

5 in EUROPE

Greece, Italy, The Netherlands, Spain, Turkey

4 in ASIA-PACIFIC

Australia, Bangalore, Delhi, Vietnam

4 in LATIN AMERICA

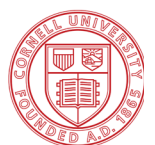
Argentina, Colombia, Costa Rica, Panama

1 in AFRICA

Ghana

1 in the MIDDLE EAST

Saudi Arabia



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