

Curriculum Vitae

Jie-ae Sohn

Jie-ae Sohn is currently a senior communications strategist for the World Bank, focusing on the Korea Green Growth Trust Fund (KGGTF), as well as an invited professor at the Graduate School of International Studies at Ewha Womans University.

Her role at the World Bank KGGTF involves taking a leading role in developing and executing a communications strategy, working with the multi-cultural staff at the trust fund to manage marketing development programs, plan and produce communication content as well as provide communication strategy services including planning and conducting press functions.

At Ewha Womans University, she focuses on studies on communications in global developmental cooperation and currently conducts a graduate course in Developmental Aid and the Role of Communications.

In 2015, she worked as an invited professor at the University of Southern California and conducted various lectures on Korea's public diplomacy efforts.

From 2011 to 2014, she served as the President/CEO of the Korea International Broadcasting Foundation, Korea's only English-language broadcasting station, Arirang TV and Radio that is available in 188 countries. With this, she became Korea's first female head of a major broadcasting company and in 2014, was selected as one of the "32 Most Powerful Women in Asian Media" by the Singapore magazine *Content Asia*.

During her tenure as the President of Arirang, she participated in the private sector committee to support Korea's bidding for the hosting of the Green Climate Fund.

In 2011, she was the Presidential Secretary of the Office of Overseas Public Relations at the executive office of South Korean President Lee Myung-Bak. During this time, she spearheaded the president's external press relations and served as his spokesperson for the global media. Her duties included relating Korea's green growth and climate change policies to the global community.

In 2010, she served as the spokesperson of the Presidential Committee for the Seoul G20 Summit. During South Korea's presidency of the G20, she was responsible for the formation of global communications strategies, and was the spokesperson for the committee in various international conferences leading up to the summit, as well as the summit itself.

From 1995 to 2010, she worked as CNN's bureau chief and correspondent based in Seoul, Korea. She provided continuous coverage of both South and North Korea for CNN. During these years, she reported on the political and economic development of South Korea, and North Korea's nuclear weapons ambitions as well as its economic difficulties.

Ms. Sohn, born in Seoul, holds a Bachelor's Degree in Political Science & International Relations from Ewha Womans University and a Master's Degree in Journalism from Yonsei University Graduate School for Journalism and Mass Communication. She is married with three daughters.