

# JI EUN BAEK

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## EDUCATION & AFFILIATION

### **Oxford University (St. Cross College)**

- PhD in Public Policy at the Blavatnik School of Government (Expected date of completion: Spring 2020)
- Dissertation: “A Micro-level study of first movers of high-risk dissent in Burma, 1988-2011”
- Research Affiliate at Oxford’s Center for Technology and Global Affairs (2018-present)

### **Harvard University**

- Master in Public Policy, 2014
- B.A. in Government, 2010

## PUBLICATIONS

### BOOK

2016 *North Korea’s Hidden Revolution: How the Information Underground is Transforming a Closed Society.* (Yale University Press)

### BOOK CHAPTER

2018 “Breaking Through: North Korea’s Information Underground and Transnational Advocacy Networks,” in Danielle Chubb and Andrew Yeo (eds.) *Transnational Activism and International Discourses on North Korea Human Rights.* (Cambridge University Press)

### ARTICLES

2018 “Bringing Real News to North Koreans: What the Truth Could Do to Pyongyang.” *ForeignAffairs.com*, June 11

2017 “The Opening of the North Korean Mind.” *ForeignAffairs.com*. January/February 2017 issue, (Selected one of 20 best articles of 2017)

“Empowering North Koreans as Part of Trump’s North Korea Policy.” *CSIS Beyond Parallel*, February 13

2016 “Can Smuggled TV Shows Change North Korea?” *New York Times*. December 13

“Let’s Use What North Korea is Most Afraid of: Ideological Warfare,” *Huffington Post*, January 7

2015 “Hack and Frack North Korea: How Information Campaigns Can Liberate the Hermit Kingdom.” *Belfer Center for Science and International Affairs*. April

## AWARDS & FELLOWSHIPS

2014-16 Belfer Center for Science and International Affairs, Harvard Kennedy School, Research Fellowship

2012-14 Belfer Center, International and Global Affairs Student Fellowship

2014 Award for Best Human Rights Policy Analysis Exercise from Harvard Carr Center for Human Rights. “A Study of how UNHCR could Engage Civil Society in the Syrian Refugee Response in Lebanon.”

2013 Harvard Middle East Institute, Summer Fellowship to Turkey

2006-08 Harvard Institute of Politics, Director’s Scholarship

## RESEARCH GRANTS

2019 Oxford’s St. Cross College Travel and Research Fund

2017-18 Oxford-Burma Visiting Fund Scholarship

Blavatnik School of Government’s Research Grant, Oxford University

2013 Harvard Carr Center for Human Rights, Winter Research Grant to Lebanon

## **PRESENTATIONS & INVITED TALKS**

“North Korea’s Hidden Revolution: How the Information Underground is Transforming a Closed Society.”

- Oxford’s Changing Character of War Center (2018)
- Oxford’s Center for Technology and Global Affairs (2018)
- Asia Society (2017)
- Belfer Center, Harvard University (2017)
- Blavatnik School of Government, Oxford University (2017)
- St. Cross College, Oxford University (2017)
- The Korea Society (New York, 2016)
- UK Parliament, All-Party Parliamentary Group on North Korea (London, 2016)

“Hack and Frack North Korea: How Information Campaigns can Change North Korea.”

- Conference on Advancing Human Rights in North Korea, Fletcher School of Diplomacy, Tufts University (2015)
- Inside North Korea. Chicago Council for Global Affairs (2015)
- International Conference on North Korea, Ministry of Unification (Seoul, 2015)
- Young and the Brave: The Next Generation of Korea Scholars, Brookings Institute (2015)

“10th Annual Koret Workshop, ‘North Korea 2020.’” Shorenstein Asia-Pacific Research Center, Stanford University (2018)

“Beyond the Headlines: Understanding Korea.” Albright Institute, Wellesley College (2018)

“Negotiating with North Korea.” Blavatnik School of Government, Oxford University (2018)

“The Changing Media Environment in North Korea and Proper Countermeasures.” International Symposium for Freedom of Information in North Korea, Unification Media Group (Seoul, 2015)

“Indigenous and Cross-Border Activities for Advancing Human Rights in North Korea.” US Policy Towards North Korea, Paul H. Nitze School of Advanced International Studies, Johns Hopkins University (2015)

“The Role of Governments and Civil Society in Engaging North Korea through Information Campaigns.” World Conference on North Korea, Ministry of Unification (Seoul, 2015)

## **RESEARCH-BASED COMMENTARY AND COVERAGE**

### DOCUMENTARY

- CNN Fareed Zakaria’s “The Two Faces of Kim Jong Un,” National Geographic’s “Inside North Korea’s Dynasty”

### NEWSPAPER AND ONLINE MAGAZINES

- Council of Foreign Relations, CSIS Beyond Parallel, Dong-a Ilbo, Foreign Affairs, Harvard Gazette, Huffington Post, Korea Daily, New York Times, NK News, PBS News Hour, Politico, The Conversation, The National Interest, Wall Street Journal, Washington Post

### PODCAST

- Asia Society, Council of Foreign Relations, Korea Economic Institute of America, New Books in East Asian Studies, The Korea Now Podcast, Yale University Press Podcast

### RADIO

- BBC, National Public Radio, Radio Free Asia, Voice of America

### TELEVISION

- Al Jazeera, Arirang, Australia Broadcast Corporation, BBC

## **PROFESSIONAL EXPERIENCE**

Member, North Korea International Research Group. Funded by MacArthur Foundation, convened by Federation of American Scientists and Center for New Security; one of 20 selected North Korea rising experts from 6 countries to write research report for US Congress. Washington DC, 2018

**Parlio, Inc., Cambridge (2015-16)**

- Community manager for global social network to connect users to share perspectives on difficult subjects. Founded by Wael Ghonim. Crafted user norms, curated discussions, managed Q&A series. Responsible for growing global user base from double-digit to 100,000+ in one year. Acquired by Quora in 2016

**Google, Mountain View (2010-12)**

- Online Sales, Account Manager. Managed 65 mid-sized clients' Google AdWords accounts, and consulted on business development and marketing strategies; exceeded annual 2011 target of \$30M; Created strategies to target African-American users online as Retail Vertical Lead for Google's Accelerate Program; won company's Diversity Award 2011 for successful strategy adoption
- Google Ideas, North Korea Lead. Researched and managed company projects related to increasing access to information for North Koreans defectors through technological solutions; including publishing high-resolution Google Earth images of Pyongyang. Organized Cyber Security Conference in Jan 2012 (attended by Google co-founder Sergey Brin). Organized North Korea panel and workshop with 10 North Korean defectors for Google's Illicit Networks Conference in July 2012 (350 participants, including Google chairman Eric Schmidt and executive leadership team)

**Ministry of Treasury of Turkey, Ankara (Summer 2013)**

- Studied Turkish economy through rotational internship at Ministry of Treasury, Ministry of Development, Central Bank, Capital Markets Board. Presented on aftermath of Arab Spring to inform Turkey's loan decisions to Arab states

**United States Embassy, Vienna and Berlin (Sept 2008-Feb 2009)**

- Wrote cables to DC about research on narcotics trafficking in Afghanistan, German prescription history, PKK terrorism. Presented findings on US government's contributions to UN Office of Drugs and Crime to Ambassador for his Congressional briefings.

**Allianz, Headquarters, Munich (Spring 2009)**

- Built market research profiles for six African countries to assess profitability or market penetration with pilot micro-insurance programs. Crated micro-insurance strategy by evaluating effectiveness of global microfinance institutions on poverty mitigation

**US Department of Labor, Women's Bureau, Washington, DC (Summer 2007)**

- Developed program for National Women's History Month 2008 event; wrote research paper for director comparing economic drivers for sex-trafficked women in Vietnam, South Korea, and United States

**Republic of Korea's Mission to United Nations, New York City (Summer 2006)**

- Prepared weekly briefings for Ambassador's bilateral meetings with foreign ambassadors; oversaw logistics of 60-person Korean delegation at UN Conference for disability rights

**LEADERSHIP**

**Asia Society's Asia 21 Young Leaders (2017)**

- Recognized as one of 27 rising leaders selected from 20 nations

**Lumen (2017-present)**

- Founder of NGO that researches effective ways to make information available to closed societies ([www.Lumen.Global](http://www.Lumen.Global))

**Hertford College, Oxford University (2017-2019)**

- Junior dean; helped oversee welfare and discipline of 500 undergraduate and graduate students

**St. Cross College, Oxford University (2017-2020)**

- College junior advisor; advise seven graduate students every year on their career and academic progress

**Pforzheimer House, Harvard University (2009-14)**

- Government Concentration Advisor; advised a dozen undergraduates majoring in Government

**Harvard Kennedy School (2013-14)**

- Led student government of 35 members; oversaw \$175K annual budget, eight committees, all major school events. Served as primary liaison for student body and administration

**Divided Families Film (2009-14)**

- Managed 70+ volunteers for all stages of production; fundraise \$40,000 to create a documentary about the tragedy of families divided between North Korea and the US ([www.dividedfamilies.com](http://www.dividedfamilies.com))

### **Harvard Undergraduates for Human Rights in North Korea (2006-10)**

- Organized awareness weeks, defector testimonials, benefit concerts to raise awareness about human rights situation; fundraised \$10,000+ to support refugee shelters for North Korean refugees living in Southeast Asia

### **SKILLS & VOLUNTEERING**

#### **Fundraising**

- Vice-Chair for Recent Graduates for Harvard Kennedy School Fund's Executive Council. Member of team to fundraise to meet school's critical needs (unable to disclose target amount)
- Primary fundraiser for Lumen
- Fundraised \$40,000 for Divided Families documentary

#### **Mentoring**

- Created pilot mentorship program for North Korean defectors and Ivy League students (30 people) (2017-18)
- Mentor women at Harvard University through Harvard's Organization of Asian-American Sisters in Service (2010-present)
- Harvard's Women Center's Radcliffe Mentor (2008-14)

#### **Civic Engagement**

- Taught two public policy courses at Yangon School of Political Science to former political prisoners and other disenfranchised populations in Yangon. School founded by five former Burmese political prisoners (2017-18)
- Ran a dozen workshops in Myanmar on citizenship and youth empowerment for Rohingyas, refugees, children of political prisoners, and internally-displaced persons (2017-18)
- Advise college applications for underprivileged high school students in Los Angeles, Yangon, Seoul (2010-present)