

JIEUN BAEK

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ACADEMIC EMPLOYMENT & AFFILIATIONS

Harvard Kennedy School, Belfer Center for Science and International Affairs (2020-present)

- Fellowship. Research various aspects of US policy on North Korea at the intersection of security, information access, and human rights. Developing second monograph based on doctoral dissertation.

Affiliations

- Council of Foreign Relations (Term Member; 2021-2026)
- Council of Korean-Americans (Member)
- Lumen (Board Member)

EDUCATION

Oxford University (St. Cross College)

- PhD (Dphil) in Public Policy at the Blavatnik School of Government, 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

- Masters 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)

REPORT

2021 “A Policy of Public Diplomacy with North Korea: A Principled and Pragmatic Approach to Promote Human Rights and Pursue Denuclearization.” (Belfer Center, Harvard Kennedy School)

ARTICLES

2020 “Don’t Leave North Koreans in the Dark: South Korea’s Misguided Ban on Sending Information Across the Border.” *ForeignAffairs.com*, December 21

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)

2020 "North Korea's Information and Technology: The Inflow of Foreign Content and the Regime's Countermeasures." Belfer Center, Harvard Kennedy School

2018 "10th Annual Koret Workshop, 'North Korea 2020.'" Shorenstein Asia-Pacific Research Center, Stanford University

"Beyond the Headlines: Understanding Korea." Albright Institute, Wellesley College

"Negotiating with North Korea." Blavatnik School of Government, Oxford University

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

"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

"The Role of Governments and Civil Society in Engaging North Korea through Information Campaigns." World Conference on North Korea, Ministry of Unification, Seoul

RESEARCH-BASED COMMENTARY AND COVERAGE

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

DOCUMENTARY, PODCAST, RADIO AND TELEVISION

- CNN Fareed Zakaria's "The Two Faces of Kim Jong Un," National Geographic's "Inside North Korea's Dynasty"
- 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
- Al Jazeera, Arirang, Australia Broadcast Corporation, BBC, National Public Radio, Radio Free Asia, Voice of America,

PROFESSIONAL EXPERIENCE

North Korea International Research Group (2018)

- One of 20 North Korea watchers selected from 6 countries to write report for US Congress. Funded by MacArthur Foundation; Convened by Federation of American Scientists and Center for New Security in DC, Seoul, Tokyo

Google, Mountain View (2010-12)

- Online Sales, Account Manager. Managed 65 mid-sized clients' Google AdWords accounts; exceeded annual 2011 target of \$30M; Won company's Diversity Award 2011 for successful strategy adoption by minority-owned businesses
- 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)

- Research and 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)

- Briefed Ambassador on narcotics trafficking in Afghanistan, USG's contributions to UN Office of Drugs and Crime

Allianz, Headquarters, Munich (Spring 2009)

- Built market profiles for six African countries to assess profitability and market penetration with pilot micro-insurance programs. Evaluated effectiveness of global microfinance institutions on poverty mitigation

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

- Wrote research paper comparing economic drivers for sex-trafficked women in Vietnam, South Korea, and United States

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

- Oversaw logistics of 60-person ROK delegation at UN Conference for disability rights

LEADERSHIP

Lumen (2017-present)

- Founder/director of NGO that researches and develops information dissemination methods for North Koreans

Asia Society's Asia 21 Young Leaders (2017)

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

University of Oxford

- Hertford College (2017-2019). Junior dean; helped oversee welfare and discipline of 500 students
- St. Cross College (2017-2020). College junior advisor; advise graduate students on their career and academic progress

Harvard University

- Harvard Kennedy School (2013-2014). Student Body President; oversaw \$175K annual budget, eight committees, all major school events. Served as primary liaison for student body and administration
- Pforzheimer House (2009-2014). Government Concentration Advisor; advised a dozen undergraduates
- Harvard Undergraduates for Human Rights in North Korea (2006-2010)

Divided Families Film (2009-14)

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

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 (2017-2018)
- Ran a dozen workshops in Myanmar on citizenship and youth empowerment for Rohingyas, refugees, children of political prisoners, and internally displaced persons (2017-2019)
- Created mentorship program for North Korean defectors and Ivy League students (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 (2008-2014)