

## // ExO Expert

So-Young is a pioneer and serial entrepreneur constantly looking at new ways of solving big challenges. Her latest challenge is focused on how to maximize human potential and reach billions through founding Gnowbe, which is disrupting the future of talent and work through a mobile-first, microlearning and employee experience solution.

This was spun-out from her first company, Awaken Group, a multi-disciplinary Transformation Design (TD) firm that integrates strategy, leadership and innovation to catalyze change. Her experiences also include McKinsey & Company, Harvard Business School and Citigroup. With the impact of her work, she was nominated to be a Young Global Leader by the World Economic Forum in 2014.

She believes in giving back having founded The Young Professionals' Group (YPG) in 2000, a nonprofit dedicated to helping students achieve their professional dreams. She sits on the boards of LNKM and GeniusU. So-Young is a Korean-American based out of both the US and Singapore.



**So-Young  
Kang**

**Singapore**  
Singapore