SORI BAEK

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EDUCATION

Princeton University — Princeton, NJ

Ph.D. Candidate in Psychology & Neuroscience (GPA: 3.96; GRE: 163V, 166Q) — *Aug. 2018 – May. 2022 (Expected)*
- National Science Foundation Graduate Research Fellowship 2020 ($138,000 for top PhD candidates in STEM)
- Princeton Centennial Fellowship 2018 (Awarded to 2 students in the department)

University of Minnesota — Minneapolis, MN

B.S. in Psychology, Minors in Statistics & Neuroscience (GPA: 3.94) — *Sep. 2012 – May 2016*
- 7 Awards: National Scholarship, National Merit Scholarship, Gold Scholarship, Edelstein Scholarship, etc.
- Graduated with *summa cum laude* with high distinction (Top 2% of the graduating class)

CONSULTING EXPERIENCE

Project Leader, Princeton University Strategy Group — Nov. 2020 – Present
- Advised the Director of Global Operations of an education firm on organizational strategies for employee retention
- Led 5 consultants to survey 140+ previous/current employees and perform 20+ quantitative models
- Managed two teams as they performed their respective analysis modules and synthesized the results
- Recommended organizational changes that are expected to yield an 18% decrease in total costs

Co-President, Princeton University Graduate Consulting Club — Jun. 2020 – Present
- Organized 12 consulting events, drawing 400+ attendees total and increasing the club membership by 25%
- Initiated 3 new partnerships for the club's *pro bono* consulting (including our club's first international client)
- Oversaw the project progress via check-ins with Project Leaders and managed client relationships
- Represented club members on a 5-person panel with VCs to discuss the commercial viability of Princeton inventions

Team Leader, University of Texas Southwestern Case Competition — Mar. 2021
- Collaborated in a team of 4 to pitch a newly developing drug to investors (finalist out of 18 teams)
- Projected 5-year revenue based on the total addressable market, market penetration rate, and drug pricing policies

LEADERSHIP & TEAMWORK EXPERIENCE

Lead Graduate Instructor, Princeton Department of Psychology — Jan. 2021 – Present
- Coordinated 6 graduate instructors for the largest course in the department (250+ students)
- Taught 65 undergraduate students since 2019 (received 4.5/5 rating vs. department average of 4.1/5)

Graduate Researcher, Princeton Joint Degree Program — Sep. 2018 – Present
- Designed an experiment to locate the brain regions related to attention in early infancy (first-author, under review)
- Recommended 2 research guidelines to improve the transparency & accuracy of results (first-author, under review)
- Summarized 21 years of research about brain development and published a book chapter (first-author)
- Problem-solved COVID restrictions on research by helping the lab implement 3 virtual experiments
- Mentored 5 underrepresented students to promote diversity in STEM and co-organized Six College Conference

Social Chair, Princeton Graduate College — Jan. 2019 – Jan. 2020
- Implemented a 3-step diversity strategy to promote inclusivity and welcomed participants from 15+ communities
- Planned & hosted 49 weekly networking events, increasing attendance by 400% compared to previous year
- Collaborated with the treasurer to manage an events budget of $15,000 and reduced the cost per attendee by 60%

Project/Lab Manager, Stanford School of Medicine — Jul. 2016 – Jul. 2018
- Led a team of post-docs to discover the brain regions that support mathematics (first-author publication)
- Optimized experimental protocol, resulting in a 200% increase in lab productivity & 33% increase in data output
- Advised 3 underrepresented students on their project and guided them as they published their first paper
- Project-managed 5 studies on the brain mechanisms underlying perception (2 publications, 1 under review)

PUBLICATIONS, PRESENTATIONS, SKILLS, & HOBBIES

6 Publications: *Nature Communications* (2020), *Nature Human Behaviour* (2020), *Progress in Brain Research* (2020), etc.
15 Presentations: 10 regional and international conferences (up to 40,000+ attendees) and 5 talks
Data Analysis & Programs: AB testing, statistical modeling, machine learning, MS Office, MATLAB, R, python, LaTeX
Languages: English (native), Korean (native), French (beginner)
Hobbies: Designing & selling t-shirts; event planning; teaching K-12 kids; backpacking; learning guitar