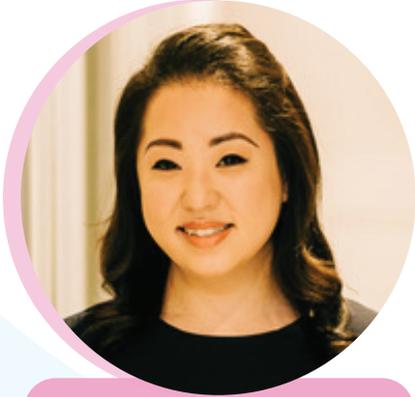


## Introducing the Judges



**Cathy Oh**

Capitalizing on more than 15 years of global marketing experience with Fortune 500 companies, **Cathy Oh** serves as **Global Head of Marketing and Analytics for Samsung Ads**. As one of the founding members of Samsung Ads, her leadership has been integral in redefining the Advanced TV landscape.

Throughout her career, Cathy has established a track record of developing global brands, large-scale marketing strategies and activations, and marketing programs for multi-national, enterprise organizations. Prior to joining Samsung Ads, Cathy served as **Head of Marketing for iAd, Global Brands & Agencies (a division of Apple)**, and held marketing positions at companies that include **WebMD** and **NBC Universal**.

Cathy received a Master's Degree in Integrated Marketing from New York University and a Bachelor's of Science from Carnegie Mellon University. When she isn't traveling the globe for both work and pleasure, Cathy also serves on the board of the *Korean American Community Foundation* and sits on the advisory board for *Conscious Step*. Cathy lives in Gramercy, NY with her husband and husky.



**Solomon Choi**

**Solomon Choi** is the founder and CEO of **16 Handles**, New York City, largest frozen dessert franchise with over 30 locations in the East Coast. He is a graduate of the Marshall School of Business at USC with a concentration in Marketing.

In 2008, he also co-founded *Greeno Product* which provides custom print paper cups, containers, and utensils for foodservice retailers. Solomon has been featured on **MSN, CNBC, Bloomberg News, ABC News, Fox Business, The Wall Street Journal** and **The New York Times**. He is an Entrepreneur in Residence for S CAP's Food and Beverage Fund that focuses on alternative proteins as well as Partner of Emerging Concepts for Branded Strategic Hospitality— an investment & advisory company that is focused on early and growth stage companies in the Hospitality Industry Technology ("HI-Tech") space. He has served as a panelist and speaker at domestic and global conferences for industries that include: Restaurants, Franchising, Digital Marketing and Innovations, Payments, Technology, and Schools.



**Dr. Amy Cuddy**

**Dr. Amy Cuddy** is a social psychologist, bestselling author, award-winning Harvard lecturer, and expert on the behavioral science of power, presence, and prejudice. Cuddy earned her Ph.D. from Princeton University in 2005 and was a professor at Harvard Business School from 2008 to 2017, Northwestern University's Kellogg School of Management from 2006 to 2008.

She continues to teach at Harvard Business School in executive education. Cuddy's first book *Presence: Bringing Your Boldest Self to Your Biggest Challenges* is a **New York Times, Washington Post, USA Today, and Wall Street Journal** bestseller and has been published in 35 languages. Cuddy's 2012 TED Talk, "Your Body Language May Shape Who You Are," named by The Guardian as 'One of 20 Online Talks that Could Change Your Life,' has been viewed more than 50 million times and is the **second-most-viewed TED Talk**. Focusing on the ways people can affect their own thoughts, feelings, performance, and psychological and physical well-being, she speaks about how we can become more present, influential, compassionate, brave, and satisfied in our professional and personal lives. She has given keynote addresses to a wide range of audiences all over the world.