



## Grace Yue So

Founder & CEO of ActiveKids Ltd

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Grace Yue So is the Founder & CEO of ActiveKids Ltd. Started in 2004, ActiveKids is now at over 60+ participating schools and clubs and is the market leader specializing in providing innovation, interactive educational programs to thousands of students in Hong Kong and Shanghai. Programs include: Science Adventures, The Chess Academy, Stormy Chefs, ArtCrafters, Mission Runway, RoboCode, IVY Camps and Beijing Young Global Leaders. [www.activekidshk.com](http://www.activekidshk.com)

Ms So Yue is also the Founder & CEO of The Children's Museum of Hong Kong (CMOHK) - a nonprofit enterprise established in 2004. CMOHK has been implementing many impactful children's activities for the HK community via a Museum Without Walls platform and sponsoring underprivileged children to worthwhile education programs.

Prior to founding ActiveKids and CMOHK, Ms So Yue was the Asia Regional Marketing Director for the Consumer Division at Bristol Myers Squibb. She has also worked at Proctor and Gamble (Hong Kong) in brand management, Unocal Corp (Los Angeles) in strategic planning and Morgan Stanley (New York & Hong Kong) in information systems.

Ms So was born and raised in Hong Kong and received her Bachelors of Science degree in Structural Engineering (Honors) from Brown University and her MBA from Chicago Booth Business School at the University of Chicago. She is a Board member of the Brown University Alumni Association of Hong Kong and a mentor at Chicago Booth Business School of the University of Chicago.

Ms So Yue was an avid college tennis player and also came from a sports family with her father and family members contributing over 50 years in promoting sports in Hong Kong – as being the Chairman of the Hong Kong Table Tennis Association, President of Hong Kong Ski Association, as well as, the Honorary VP of the Hong Kong Olympics Committee.