



- Román Cepeda, class of 2003
- E. ASIA/ Japanese track
- <https://www.linkedin.com/in/cacepeda>
- Current country of residence - USA since 2022 (after 12 yrs in Brazil and 6 yrs in Korea post-Lauder)

I am a proud Lauder Institute alum who has spent the last 20 years living the Lauder dream, and establishing an international business career. I have had the privilege of learning two new languages, marrying across cultures, and raising children in Korea and Brazil thanks to experiences from Asia to Latin America. I am eager to contribute to Lauder's continued influence and predominance as a premier international graduate program.

I'm looking to join the board to contribute to the Lauder Institute's long-term brand growth, While the Lauder community is the most engaged I have ever been a part of, internationally it's still a 'best kept secret', I believe a higher profile of the Institute among key stakeholders - business leaders, politicians, and educators - will benefit everyone in the community, going back to the first class and into the future. I have experience in brand management and marketing as a former regional CMO for Samsung Electronics. To ensure that future leaders can continue to gain from the Lauder Institute's exceptional offerings, I am eager to use my expertise to increase its reputation and visibility on a global scale.

I have more control over my time than before as an entrepreneur currently based in the United States. Even though I have a full schedule, I am eager to apply my experiences and skills for the benefit of the Lauder community, and I believe that this is the best time for me to give back to the organization that has enriched my life.

Sincerely,

Román Cepeda WG/Lauder '03