Asia Society Board Welcomes Five New Trustees

NEW YORK, November 5, 2014—Asia Society announced today that five new members were elected to its Board of Trustees: Blackstone Senior Managing Director Michael S. Chae, the Co-Founder & CEO of Yoobi Ido Leffler, Suntory Holdings CEO Takeshi Niimani, PepsiCo Chairman and CEO Indra Nooyi, and veteran broadcaster Charlie Rose. The new members join a Board of 54 Trustees.

“This group of global leaders will truly enhance Asia Society’s leading edge work,” said Asia Society President and CEO Josette Sheeran. Welcoming them, Sheeran cited Chae’s “exceptional insight into Asia’s economies,” praised Leffler as “one of the most dynamic entrepreneurs in the world,” Niimani as “one of Asia’s top CEOs,” Nooyi as “one of the world’s most accomplished CEOs,” and Rose for the “unparalleled reach” of his programs.

Asia Society also elected a new Vice Chair, Ambassador Chan Heng-Chee. Sheeran praised Chan Heng-Chee for her diplomatic work and involvement with Asia Society saying, “her knowledge of the U.S.-Asia relationship is vital to our work.”

For more information, visit AsiaSociety.org/about/trustees.

Biographies of the newest Trustees follow.
Michael S. Chae is a Senior Managing Director at Blackstone and Head of International Private Equity. He has also served as Head of Private Equity for Asia/Pacific since December 2010. Chae also oversees private equity investments in the media and telecom sectors globally. In addition to his private equity responsibilities, he oversees the firm’s limited partner marketing personnel in Asia/Pacific and coordinates firm-wide relationships with key limited partners in the region.

Since joining Blackstone in 1997, Chae has led or been involved in Blackstone’s investments in Nielsen, Michaels Stores, The Weather Channel Companies, Hilton Hotels, Centennial Communications, Crowley Digital (Salmon PCS), Extended Stay America, iPCS, PaeTec Communications and Universo Online, and in acquisitions by American Axle & Manufacturing, and in the reorganization of Transtar.

Before joining Blackstone, Chae worked as an Associate at the Carlyle Group, L.P. and prior to that with Dillon, Read & Co. He graduated magna cum laude from Harvard College, and received an M.Phil. in International Relations from Cambridge University and a J.D. from Yale Law School, where he was Managing Editor of the law review. He currently serves on the boards of Hilton Worldwide and Nielsen, and previously has served on numerous boards of portfolio companies. Chae is a member of the Board of Trustees of the Lawrenceville School and Chairman of its Investment Committee.

Ido Leffler is the Co-founder & CEO at Yoobi, which describes itself as “a fun, ridiculously awesome school supplies company that engages kids through bright colors, cool designs, and most importantly, cause.” Yoobi is sold exclusively at Target (USA) stores nationwide. For every Yoobi item purchased, Yoobi distributes an item to a classroom in need, in the USA. By 2015, Yoobi aims to impact more than 30,000 classrooms, with the goal of changing the lives of over 750,000 kids.

Ido is also Co-Founder and “Chief Carrot Lover” of San Francisco based Yes To Inc. (the makers of Yes To Carrots, Yes To Cucumbers, Yes To Tomatoes, Yes To Blueberries and Yes To Grapefruit). Yes To is one of the leading natural beauty brands in the world and the # 2 natural beauty brand in the USA, with distribution in over 25,000 stores in over 20 countries including Target, Wal-Mart, Walgreens, CVS, Kroger, Safeway, Publix, Ahold, Ulta, Whole Foods Market and Boots UK.


He co-authored the 2013 book “Get Big Fast and Do More Good,” which has received accolades from TIME, Entrepreneur, Forbes and SUCCESS Magazine among others.

Ido was named by Fast Company as one of the 1000 most creative people in business (USA 2014) by SmartCompany in its 30 top entrepreneurs under 30 (Australia 2008), by Women’s Wear Daily as one of the top 12 beauty industry leaders under 40 (USA 2013) and by Australian Unlimited as one of the top 50 Achieving Australians outside of Australia (2013). He attended the University of Technology Sydney where he earned his Bachelor of Business in Marketing & International Business.
Takeshi Niinami is President of Suntory Holdings, Ltd. He is the former President and CEO of Lawson Inc., the second largest convenience store operator in Japan. He is also the former President of Sodex Corporation (formerly LEOC Co.), a hospital food service joint venture between Mitsubishi and Sodexho in France.

Niinami serves on the Council on Economic and Fiscal Policy (CEFP), as a senior economic advisor to the Prime Minister Abe. He is also Vice Chairman of Japan Association of Corporate Executives (JACE), and is a member of Global Agenda Council on Japan, World Economic Forum. He previously served on the Industrial Competitiveness Council of Japan, as an economic advisor to the Prime Minister, and was Chairman of Role of Business, Global Agenda Council.

Niinami is the recipient of the Outstanding Manager Award, 21st Corporate Communication Awards, Keizai Koho Center, Japan Institute for Social and Economic Affairs, Japan Business Federation (KEIDANREN). He is a graduate of Keio University and Harvard Business School.

Indra Nooyi is Chairman and Chief Executive Officer of PepsiCo. Previously, she served as President and Chief Financial Officer beginning in 2001, when she was also named to PepsiCo's Board of Directors. She is the chief architect of Performance with Purpose, PepsiCo’s promise to do what’s right for the business by doing what’s right for people and the planet.

Before joining PepsiCo in 1994, Nooyi spent four years as Senior Vice President of Strategy and Strategic Marketing for Asea Brown Boveri, a Zurich-based industrials company. Between 1986 and 1990, Nooyi worked for Motorola, where she was Vice President and Director of Corporate Strategy and Planning. Prior to Motorola, she spent six years directing international corporate strategy projects at The Boston Consulting Group. Nooyi began her career in India, where she held product manager positions at Johnson & Johnson and at Mettur Beardsell, Ltd., a textile firm.

Nooyi serves as a member of the boards of U.S.-China Business Council, U.S.-India Business Council, The Consumer Goods Forum, Catalyst, Lincoln Center for the Performing Arts and Tsinghua University. She is also a member of the Foundation Board of the World Economic Forum, the American Academy of Arts & Sciences, Successor Fellow of Yale Corporation and was appointed to the U.S.-India CEO Forum by the Obama Administration.

She is a graduate of Madras Christian College, has an M.B.A. from the Indian Institute of Management in Calcutta and a Master of Public and Private Management from Yale University. She rejoins Asia Society as a Trustee, having served on the Board from 2004-2007.
Charlie Rose is the anchor and executive editor of CHARLIE ROSE, the nightly one-hour program that engages in one-on-one, in-depth conversations and round-table discussions, and the newly launched CHARLIE ROSE: THE WEEK, chronicling the best stories and interviews of the past seven days. He also co-anchors CBS THIS MORNING and is a contributing correspondent to 60 MINUTES.

CHARLIE ROSE appears nightly on PBS and in primetime on Bloomberg Television in the United States and around the world. Its round oak table and simple black backdrop provide an intimate atmosphere for intelligent conversation. Since 1991, Rose has aired countless hours with Nobel Laureates, and extraordinary men and women of science, politics, art, business, sports, technology, literature and entertainment. These conversations have made the broadcast a cultural and intellectual archive of our time.

Each weeknight, Rose creates programs that introduce new people, explore fresh ideas and illuminate difficult issues. Special series on science, education and Islam have probed even deeper. He is the recipient of the Legion d'honneur, numerous awards from the scientific and journalism communities, and many honorary degrees. He won the 2013 Peabody Prize for his interview with Syria’s President Bashar al-Assad and was recently named among the 100 most influential people in the world by TIME magazine.

Rose was born in Henderson, North Carolina, and graduated from Duke University with a B.A. in History and a J.D. from the School of Law. He is a frequent moderator at global forums around the world. He lives in New York City and Bellport, Long Island.

About the Asia Society
Founded in 1956 by John D. Rockefeller 3rd, Asia Society is the leading educational organization dedicated to promoting mutual understanding and strengthening partnerships among peoples, leaders and institutions of Asia and the United States in a global context. Across the fields of arts, business, culture, education, and policy, the Society provides insight, generates ideas, and promotes collaboration to address present challenges and create a shared future. Asia Society is a nonpartisan, nonprofit institution with headquarters in New York, major centers in Hong Kong and Houston, and offices in Los Angeles, Manila, Mumbai, San Francisco, Seoul, Shanghai, Sydney, and Washington, DC.

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