

Prisca Bae is a diversity expert and advises leaders and corporations on strategies that advance racial and gender inclusion and equity.

She currently serves as the Vice President and Head of Partnerships at The Asian American Foundation (TAAF), the largest philanthropic organization led by Asian Americans fully focused on supporting the Asian American community. Upon its founding in May 2021, TAAF's board [pledged \\$125 million](#) to be invested in Asian American organizations and causes.

Before joining TAAF, Prisca was an executive at PepsiCo where she oversaw the gender diversity and women's strategy for the Global Diversity & Engagement Center of Excellence. She helped develop and launch a \$100 million commitment to women and girls and worked with leaders company-wide on gender parity and pay equity issues. She also served as chief of staff to PepsiCo's Global Public Policy and Government Affairs group. Prior to PepsiCo, Prisca advised companies and non-profits on strategic women's initiatives as Vice President at Seneca Women, the advisory firm founded by the former U.S. Ambassador for Global Women's Issues, Melanne Vermeer, and as the Director of the Women in the World Foundation, a public charity founded out of Tina Brown's Women in the World Summit at Newsweek & the Daily Beast. Prisca first transitioned into corporate social responsibility leadership at Goldman Sachs, where she managed Goldman Sachs Gives, a billion-dollar charitable fund available to partners of the firm. Prisca began her career as an attorney at Latham & Watkins, LLP and received her B.A. from Columbia College, Columbia University and J.D. from the University of California, Berkeley School of Law. She lives in New York City.