

## Ginger K. So

Cornell degree: AB '79 (A&S)



### What inspired you to accept the nomination to serve on this year's ballot?

*I was born and raised in Harlem in NYC, and Cornell transformed my life. As a trustee, I can listen, help others thrive and excel, and cultivate our future leaders. Cornell taught me how to listen, evaluate, and navigate multiple stakeholders towards shared goals, and to benchmark progress.*

*I've listened to alumni and student concerns and have sought to nurture belonging and engagement. I've applied skills learned from Cornell to ask questions about inefficiencies that are costly and add stress. I know that I still have much to learn, but I am humbled and honored by the opportunity to serve.*

### What does "to do the greatest good" mean to you personally, and in terms of your service to Cornell?

*Cornell powers human potential. Students and faculty make their best impact on the world when they have the resources needed and when Cornell's alumni are actively engaged to encourage students and bring real-world examples to faculty. Trustees can support alumni engagement and encourage innovative learning and cutting-edge interdisciplinary cross-college research that scale Cornell's resources. As part of my service, I have participated in decisions on resource needs for curriculum expansion and served on search committees for alumni and college positions. I've also seen how colleges deliver innovative learning. This insight helps me deepen alumni relations.*

### How can the Board of Trustees support Cornell's founding principle of "... any person ... any study?"

*Our founding principle applies to all, but some students face greater barriers to success than others. Students can face food and housing insecurity, challenges to their mental and physical wellness, and financial difficulties. As a first-generation student, I understand how Cornell can be challenging to navigate. I give back by fostering peer and alumni-student mentorship, raising mental health awareness, supporting student centers, and fundraising. Additionally, I have promoted student-centric causes like increasing counseling, innovating learning, and interdisciplinary learning at the college level. Trustees can support initiatives to reduce barriers to success so that every student can achieve their fullest potential.*

### What is the single most important issue the Cornell University Board of Trustees can address?

*Stewarding our guiding principle, "... any person ... any study," isn't easy because we must navigate technological and societal changes, especially as diverse study and thought bring different viewpoints; when trustees foster collaboration between students, faculty, alumni, and staff, everyone is safe, heard and seen, and everyone can thrive.*

### Professional experience:

- Managing director, U.S. Bancorp Investments, Inc., Global Capital Markets, 2020–2023
  - Head of strategy, Client Sustainable Solutions, Global Capital Markets, 2020–2023

- U.S. Bank, National Association, senior vice president
  - Manager, Environmental, Soft Dollar, Policy & Procedures Teams, 2018–2020
  - Member of Wholesale Credit Policy Transformation Taskforce, 2020–2022
  - Corporate & Commercial Bank Diversity, Equity & Inclusion Champion, 2017–2023
  - Founding sponsor of Women of Metro NY Business Resource Group, 2018–2023
    - Senior portfolio manager, Insurance Division, 2008–2020
- HSBC Securities (USA) Inc., 2004–2008
- Sumitomo Mitsui Banking Corporation, 2001–2004
- Marine Midland Bank, 1990–1991
- Chemical Bank, 1979–1989

### Alumni service:

- Cornell University Council, life member, 2005–present; Nominating Committee chair, 2005–2007; chair, 2003–2005; vice chair, 2001–2003; Membership Committee chair, 2001–2002; Administrative Board member at large, 2000–2001; member, 1999–2003
- Class of 1979, class council member, 1999–present
- Cornell Mosaic, member at large, 2018–2023; Executive Committee member, 2017–2018; vice chair; 2013–2016, member, 2005–2015
- Cornell Alumni Advisory Board, member, 2019–2021
- College of Arts and Sciences Advisory Council, member, 2015–2019
- Cornell University Office of Academic Diversity Initiatives Ryokichi Yatabe Award recipient, 2016
- Cornell Asian Alumni Association honoree, 2015
- Frank H.T. Rhodes Exemplary Alumni Service Award recipient, 2014
- Tower Club Metro NY committee, 2010–2014, 2003–2008
- Cornell Alumni Association, CUC representative, 2003–2005; vice president, 2001–2005; regional director, Metro NY, 1999–2001; C'AC representative, 1996–1997
- Alumni Affairs Steering Committee, member, 2003–2005
- Committee on Alumni Trustee Nominations, member, 2001–2005
- Cornell Alumni Admissions Ambassador Network (CAAAN), member, 1979–2008; Advisory Committee member, 1992–2008; chair, 1996–1998
- Cornell Club of Northern New Jersey, board member, 1998–1999
- Cornell Asian Alumni Association, founding member, multiple board and development roles, 1990–present

### Community/public service/philanthropic priorities:

- Mountainside Public Library Board of Trustees and treasurer, 2000–2019

### Other education:

- MBA Finance, New York University Leonard N. Stern School of Business, 1986

### Student involvements/activities:

- Chinese Students Association, Social Committee chair
- COSEP resident advisor

### Additional information:

Ginger has had a long banking career with roles in client revenue, risk/underwriting, and most recently was strategy head in capital markets focused on supporting client's environmental and social aspirations. She fostered women's development as founding sponsor of NYC Business Resource Group, promoting inclusion at the bank through training and storytelling. A first-gen student, Ginger's volunteer efforts began upon graduation. When Ginger took a 10-year hiatus to raise children, her volunteering expanded to the national level and continued across a range of interests including her college, class, CAAAN, student well-being, diversity, Cornell University Council, and as a Cornell parent.