

**Benjamin Joe**

Vice President, Southeast Asia and Emerging Markets
Meta

Benjamin Joe is Vice President for Southeast Asia and Emerging Markets at Meta. Ben leads teams that build communities and businesses across Southeast Asia and South Asia countries and is based in Singapore.

Before being promoted to his current role, Ben was Country Director at Meta Korea where he built one of the fastest growing businesses in the region. Ben joined Meta HQ in 2011 and led teams that built marketing strategies for global brands and e-commerce companies. In 2007, Ben spearheaded Meta's growth efforts entering Asia.

Prior to joining Meta, Ben was a management consultant at McKinsey & Company's Silicon Valley office, where he advised technology companies on corporate strategy, sales & marketing, and mergers & acquisitions. Before McKinsey & Company, Ben worked in sales and business development at IBM.

Ben currently serves on the board of directors at US-ASEAN Business Council and previously served as Vice Chairman on the board of directors at Korea Internet Corporations Association (KICA). He also sits on advisory boards of technology start-ups across US and Southeast Asia.

Ben received his M.B.A. from Harvard Business School and holds B.A. degrees in Business Administration and English Literature from Sungkyunkwan University, South Korea.