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## Catherine Jeong

Principal | Co-Head of Venture Capital



### About Catherine

Catherine is one of the four Principals and the Co-Head of Venture Capital at Castore Consulting.

With a passion for tech businesses and venture investing, she utilizes her analytical acumen and VC insights synchronously to help fast-growing start-ups and venture capital firms shape, execute, and support investment strategies in alignment with their mission and vision.

At the London School of Economics and Political Science (LSE), she is pursuing a master's degree in Social Innovation and Entrepreneurship to connect the dots between her undergrad program in Political Science at Brown University and the passion for entrepreneurship.

Prior to LSE, she worked as a Senior Venture Fellow at Waterman Ventures of Alumni Ventures Group (one of the most active VC firms in the world) after the press roles at the New York City Office of U.S. Senator Kirsten Gillibrand and Moschino. Aside from the academic and professional endeavours, she is an avid athlete (formerly, NCAA Division 1 fencer trained under Olympic Gold-Medallist

Young-ho Kim of South Korea). Currently, she is building the Impact Investment Challenge (IIC) with Dhiraj Mukherjee (Co-Founder of Shazam), sponsored by UBS, with ecosystem partners of LSE Generate, Marshall Institute and LSE Social Innovation Lab.

As the Co-Head of Venture Capital, Catherine and her teams work closely with clients to create tangible value-adds for venture building and early-stage investing. Together with the client, she designs business development and go-to-market strategies in addition to fundraising and investor relations. Ultimately, leveraging her international background - South Korea and USA, she enables clients of start-ups and funds to iterate their product-market fit and grow operations in different target markets.

### Education

London School of Economics and Political Science (LSE)  
*MSc Social Innovation and Entrepreneurship (2021 – 2022)*

Brown University  
*BA Political Science (American Politics) (2011 – 2015)*

### Castore Consulting