

**YoungWoo Choi**  
**President and CEO, Doum & Nanum Brakeley**  
**Managing Director, Brakeley Asia**

Young-Woo Choi and his company Doum & Nanum joined Brakeley in early 2005 as its partner. Young-Woo Choi joined Doum & Nanum in 2001 as a CEO. Doum & Nanum is a fundraising and management consulting company based in Seoul, Korea.

Before joining Doum & Nanum, Mr. Choi was the managing director of Habitat for Humanity Korea (1995-2001). Under his leadership, Habitat for Humanity Korea was able to raise funds to build around 100 houses in Korea and 400 houses outside Korea. He managed a USD 3 million capital campaign in 1999-2000 and planned a USD 10 million campaign, the 'Jimmy Carter Work Project 2001'. When he left Habitat, there was around 30 staff under his management. During his time at Habitat, he received international fundraising training from Habitat for Humanity International in the area of major donor development, corporate partnership and capital campaign fundraising.

He also worked as researcher in the Economic Survey and Forecasting Division of the Korea Institute of Economics and Trade (1992-1994), a governmental economic research institute

Born in KyungNam Province, Mr. Choi was brought up in Busan City. He was educated at Korea University in Seoul (MBA) where as an undergraduate he majored in Business Administration and as a graduate student in International Business. He had special interest in the field of Education during his undergraduate program.

He is a well-known speaker and strategic workshop facilitator among not for profit organizations in the fields of education, charity and advocacy in Korea. He organized the first national fundraising workshop with Resource Alliance in Korea in 2002. He works very closely with the Resource Alliance in Korea and is developing the Korea Association of Fundraising Professionals. He is a member of the PR committee of the Community Chest Korea, which raised USD 200 million in 2004.

Mr. Choi has consulted for more than 60 not-for-profit organizations including: Seoul Women's University, Dankook University, Changshin Presbyterian College and Theological Seminary, Korea Welfare Foundation (CCF Korea), International Vaccine Institute, Save the Children Korea, Korea Federation of Environment Movement, Korea Polio Association, Help the Aged Korea, Korean Minjok Leadership Academy, Eagles Christian School, KT, Humax, the Hanwha Group, UNICEF, Korea University, Seoul National University, Yonsei University and Severance Hospital.