



# MEET OUR ALUMNI!



## JaeSuk Moon

***BFS Class of 2012***

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- Private Equity Analyst, Bloomberg
- Former Consultant at Ernst & Young
- City University of Hong Kong, Bachelor of Business Administration (Honours) in Accountancy, 2018

### What are you up to now?

I am currently working as an analyst at Bloomberg in the Private Equity team in Hong Kong. I run the overall Private Equity product development in APAC, so I am always collaborating with the Sales team in Singapore, Japan, Korea, Australia, China, and Hong Kong to promote, market, and innovate the product. Another significant part of my role is to liaise with existing and potential clients in APAC, I usually deal with Asset Managers and Institutional Investors in the region. So I do a little bit of sales, project management, analytics, and marketing. I do enjoy breaking down the technical aspect of Private Equity funds and the stand alone deals, so I am planning projects around that skillset as well.

### Do you have any passion projects?

Something that I've been studying and working on is writing news articles in real time, usually within a 24 hour deadline. At Bloomberg, there is a News department and they reached out to have this training with me because Private Equity is growing in popularity as an asset class for investors in APAC. What's interesting is that these type of news articles have the potential to have real financial impact for companies in the financial industry. It is a whole different skill set of writing that I have to develop for this line of work. Not necessarily a passion project, but it is an interesting one. Outside of work, I force myself to stay active physically. In Hong Kong, the weather is too hot and humid to really enjoy outdoor activities without getting fatigued within thirty minutes. But I do love to explore the outdoors in new part of the city, since I cannot travel outside of the city as much as I would like to.

### What was the biggest challenge you faced in College?

I think my biggest challenge was my sleep schedule. During the first couple of years in college before I served the military, my friends and I used to treat every day like it was a Friday, which wasn't the best idea. I was horrible at and didn't know the importance of creating a consistent weekly schedule for myself. Looking back on it, it was definitely affecting performance, but luckily I got better at it as time passed.

### What advice do you have for BFS students as they go off to university/college?

Say hi to people, network within and outside of your department, ask people out for a coffee or lunch, and be nice. You will quickly realize that it is a very small world and you will be surprised at how different people you will meet during your college years will help you develop both personally and professionally. Build your relationships and most importantly, build your reputation. One other advice is to travel, solo or with friends. I know it might be a common thing to say to people, but it is something that I wish I did even more often during my university years. When you are 90 years old, those are the memories that will stay with you, not some project you did for a history class during summer school.

### What memory of BFS comes to mind?

For about four years before my senior year, I remember I used to be pretty obsessive about basketball. So, my favorite memories were just playing basketball whether it was competitively in tournaments or just playing around during lunch. I used to force this one classmate to stay with me after school so I can practice a couple of moves that I wanted to improve. During tournaments, I will always remember the emotions during that day. Waking up early, the bus ride, arriving to the gym, feeling anxious, playing the game, and the emotional bus ride back in victory or defeat.