



DEPARTMENT *of* ASIAN & MIDDLE EASTERN STUDIES

Rachel Leng, B.A. 2013

COO and Co-Founder, SeiRogai, Inc. (Cross-Border Media Production and Business Consultancy)

2013 Major: Asian & Middle Eastern Studies and Public Policy Studies; minor in Economics

Other Involvement:

Advisor and Mentor, StartupBootcamp Scale Osaka (Startup Accelerator for high growth Smart City companies)

Professional Path:

- Duke University Class of 2013, Public Policy Studies and AMES double major, Economics minor (Durham, NC);
- Miss Singapore World 2013 – Top 3, Miss Singapore Beauty with a Purpose 2013 (Singapore, Singapore);
- Harvard University Class of 2015, Regional Studies – East Asia (Cambridge, MA);
- Hyundai Group Asan Institute for Policy Studies, Policy Analyst and Research Associate, 2015-2016 (Seoul, South Korea);
- Whiz Partners, Inc., Leader of Business Development, Investment Management, 2017-2021(Tokyo, Japan);
- SeiRogai, Inc., COO and Co-Founder, Cross-Border Media Production and Business Consultancy, 2019-Present (Tokyo, Japan)

Website: <https://rachelleng.com>

AMES News:

[DUKE BOW Spotlight on: Rachel Leng, T'13](#)

[Rachel Leng \('13\) Continues to Champion Cross-Cultural Communication](#)

How has AMES helped?

"My experience at Duke and being an AMES major in addition to Public Policy Studies and an Economics minor significantly influenced my perspective of a liberal arts education and regional studies, and also my professional path after graduation. If I had not been in AMES, I would not have had the opportunities to explore my interests in Asian studies, which then led to numerous opportunities to speak and write/publish about my work as well as pursue a Masters at Harvard University in the Regional Studies – East Asia Program. (While at Duke, I was able to publish research essays I had written for AMES courses as journal articles, and even had the opportunity to contribute a section of my AMES honors thesis as a book chapter with former AMES professors, published by the Duke University Press.) Since graduation, my foundation in AMES has led to diverse career opportunities. I had the chance to work at a top policy think tank in South Korea before my position at a Japanese private equity fund, all the while maintaining my ties to Singapore as a Miss Singapore titleholder. Presently, I am Co-Founder and COO of a cross-border media production and business consultancy in Japan. It has been my first time working and living in both South Korea and Japan, and being immersed in distinct industries has been an exhilarating experience. In other words, AMES gave me the skills and insights to pursue an array of career choices, from policy to finance to media, film and entertainment, with incredible geographical flexibility."

