

# HEEJAE LIM

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## TalkingPoints

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2015 Global Fellow



### BIG BOLD IDEA

**Boost student achievement by developing mobile, digital technology that makes communication easier and more meaningful between parents, teachers, and students.**

### ORGANIZATION OVERVIEW

TalkingPoints connects teachers, parents and students to build meaningful relationships so that students can feel better supported in their learning. Using simple, accessible mobile-based technology (SMS), TalkingPoints delivers personalized and actionable content to encourage dialogue between and behavioral changes of parents, teachers and students. By breaking down the informational, cultural and socioeconomic barriers between school and home, TalkingPoints' vision is to narrow the achievement gap through increasing effective family engagement in low-income communities in a low-cost, high-reward way.

### PERSONAL BIO

Heejae Lim is the founder of TalkingPoints, an organization that boosts parent engagement in low-income communities using simple, digital technology. Heejae is deeply committed to the idea that education is the equalizer, and has leveraged technology to help with this. Before TalkingPoints, Heejae designed and implemented the data-driven decision making system for all public middle and high schools in Bahrain. She also advised the Gates Foundation and Teach First while working as a consultant at McKinsey & Company, where she was a founding team member for its social venture competition. Heejae has served as chief of staff to a special advisor to the Secretary of Education in the UK, and while in undergrad, established a summer school for underprivileged girls in Quito, Ecuador. Heejae is South Korean, but has also spent half her life living in the United Kingdom. She graduated with distinctive honors from Oxford University, where she was vice president of the student association. She holds a Master in International Development from the London School of Economics and an MBA from Stanford Graduate School of Business.

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#### Issue area

Education

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#### Organization/Fellow Location

San Francisco, United States

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#### Impact Location

North America

United States

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#### Organization Structure

Nonprofit

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