



Public Relations and Community Coordinator

Linh Bui

As a passionate member, Linh Bui is working to develop and streamline marketing and public communication strategies aligned with the Institute's values. Her work also lies in identifying key metrics to monitor and measure communication effectiveness. Through engaging program leads and coordinators, Linh fosters collaborative planning, gathering valuable insights on audience connections and communication goals. Ultimately, Linh aims to help them understand the big picture of the Institute's operations and communication methods and opportunities for enhanced communication.

Currently pursuing a BBA in Marketing, Linh is driven by a passion for social innovation and systems thinking, seeking to apply systems thinking to break down the silos of the status quo and encourage systemic change, recognizing marketing's roles in the system as a human-centric facilitator and a powerful force for good. Linh's participation in Map the System 2023 fuels her desire to continue exploring and learning about social innovation in the future.