

Dean Soyeon Shim's Biography



Soyeon Shim, Ph.D. Dean and Professor

Dr. Soyeon Shim joined the University of Wisconsin-Madison as the Dean of the School of Human Ecology in 2012-13. During her first year, she led a school-wide strategic plan to leverage the grand opening of the School's new, extraordinary Nancy Nicholas Hall, a \$52M facility, and its excellent faculty, staff and student resources toward the needs of the 21st century. She is focused on educational innovation, Wisconsin economic development, and the creation of new knowledge – aiming to remain locally relevant while making a global impact. Prior to joining the School of Human Ecology at the University of Wisconsin-Madison, Soyeon Shim served as director of the Norton School of Family and Consumer Sciences and associate dean, Strategic Initiatives, College of Agriculture and Life Sciences, at the University of Arizona. There she led a \$25 million capital campaign to build a new facility, which was completed four years ago. She also created seven endowed professorships and three endowed centers of excellence for retailing, consumer finance, and family studies. Dean Shim received her bachelor's and master's degrees from Yonsei University, Seoul, Korea, and a doctoral degree from the University of Tennessee, Knoxville. Her research in consumer decision-making and financial behavior has won grants totaling more than \$1.5 million from various federal agencies and foundations. Dean Shim has received numerous teaching, research, development, and leadership awards and has authored or co-authored over 95 scholarly articles in refereed journals.