



THE PROSP(A)RITY PROJECT

*Pursuing prosp(a)rity by defeating disparity.*



Haena Kim

Founder & CEO, dBias Lab LLC

Haena is the founder and lead behavioural scientist of dBias Lab. Through having lived in and worked across Africa, Asia, Europe, and North America, she became acutely aware of various structural inequalities at a global scale and their limits on societal growth, which led her to start dBias Lab.

With a firm belief that organizations should become changemakers, she is a proponent of companies fully embracing the scope of diversity and inclusion in their decisions and behaviors and has most recently begun advocating for this through her involvement on The Prosp(a)rity Project's advisory board.