

WHO WE ARE

Asian American Collective (AAC) is the brainchild of music industry veteran co-founders Grace Lee, Caroline Yim and Zeena Koda. As first-generation immigrant children who independently made their way into the music industry, the founders connected through a passion for cultivating Asian American representation within the industry. In a field traditionally dominated by non-Asians, representation felt sparse for the trio who identified the critical need for a community that promotes unity amongst all Asian American communities within music, entertainment and the creative arts. One gap was crystal clear: to be it, you need to see it.

It was that void that drives the heart of what AAC set out to do, incubate an encouraging community fostering growth, education and true connection for current and future creatives. Focusing on mentorship programming, political and educational output, and profiling legendary Asian American creative personalities, AAC aims to represent the full breadth of the creative Asian American experience. AAC has developed a growing IRL and virtual community where hard-hitting, candid points of view are welcomed, encouraging honest conversation and inspirational perspectives.

The AAC community is constructed to empower personal discovery and development, with the kinship of like-minded Asian-Americans to serve as a resource. AAC connects the full Asian American diaspora and is building a creative community for all Asian Americans in music, media, entertainment, sports and all creative spaces. We're giving an amplified and proud voice to a community of the Dopest Asians, changing the world everyday.

ACHIEVEMENTS

LEADERSHIP DEVELOPMENT

Industry Mentorship Program
(Fall '20 + Spring '21)

College Outreach Program

ADVOCACY

Hosted AAPI's For Biden
Webinar

Started movement to get
mainstream media to cover
AAPI issues

EDUCATION / AWARENESS

Feature Profiles of AAPI
Industry Professionals &
Change-makers

AS SEEN IN

RollingStone

IHUFFPOST

billboard

People

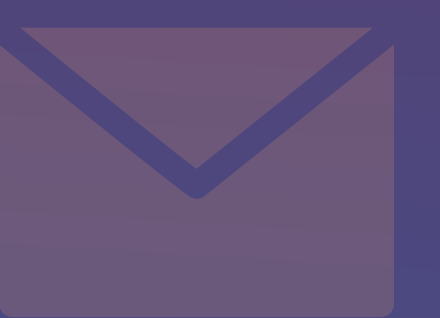
Hollywood
REPORTER



31.1 K
followers



8.7 K
followers



852
unique emails



550
members



497
followers



409
followers

CAROLINE YIM

ZEENA KODA

GRACE LEE

FOUNDERS



MUSIC AGENT
Now: WME
Past: ICM, CAA



DIGITAL MARKETING EXEC + HOST
Now: The North Face
Past: Fader, Motown, Atlantic



ARTIST RELATIONS EXEC
Now: YouTube Music
Past: Columbia Records