Sally Shin
San Francisco Bureau Chief
CNBC

Sally Shin is the San Francisco Bureau Chief at CNBC, overseeing coverage of Northern California, including Silicon Valley. Before taking on that role, she was the Senior Producer for Squawk on the Street and Squawk Alley, a one-hour program that focuses on the intersection of tech and Wall Street. She helped launch Squawk Alley in 2014.

In her time at CNBC, Sally has covered major IPOs including those for Facebook, Alibaba and Twitter and has spearheaded events including the IMF/World Bank meetings, the Cannes Lions International Festival of Creativity and the UK’s Brexit referendum.

She has a B.A. in journalism and economics from New York University and an M.B.A. from Columbia Business School, with a focus on finance. Before joining CNBC, she was with Bloomberg Television.