**Jalalzai ABSTRACT**

This article explores the first female president of South Korea, Park Geun-Hye, and her substantive representation of women. Though Park is one of many women executives from Asia taking the family route to power, her presidency still may lead to the implementation of women-friendly policies once elected. Park’s government has expanded women-related policy areas first developed by previous progressive governments, but not consistently. Though mixed, her performance shows improvement over the previous conservative president, who shares Park’s party affiliation. Since we can control for partisanship, Park administration’s efforts on behalf of women prove particularly compelling. While advantaged by her political lineage, her government offers important policy benefits to women.