Jihyun (Jenny) Seo

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PROFILE SUMMARY

- **EXPERIENCED INTERNATIONAL GTM SALES MANAGEMENT PROFESSIONAL** with over 7 years of experience in leading GTM strategies to drive significant sales growth in international markets, notably the Middle East and Europe. Currently pursuing a Master's in Business Analytics, enhancing analytical capabilities for strategic planning.

SKILLS

Sales & Operations Skills: Strategic partnerships, Market entry and expansion, Compliance with international regulations
Analytical Skills: MySQL, Python, R, Tableau, AWS, VS CODE, Web Scraping, NLP

PROFESSIONAL EXPERIENCE

Daesang Food Corporation
Feb. 2021 – Mar. 2024

GTM International Sales Manager (**Regions Managed**: *Middle East, South Africa, Levant (Israel, Jordan), India*)

- ***GTM Sales Strategies:*** *Led GTM sales growth initiatives by managing 34 accounts across 12 countries. Drove market entry and expansion through strategic partnerships and negotiation*

- Led account restructuring by analyzing P&L levers with **Excel** tools. Surpassed 161% of target for discontinued accounts, achieving 42% YoY sales growth with new key accounts

- Achieved the **2021 Global Top Daesang Award** by securing 12 new distributors across 9 countries, and reaching 100.2% of sales target

- Executed pricing strategies to balance business between Carrefour and LuLu, improving profitability by 12% points and increasing mainstream sales growth by 179% YoY

- ***New Product Launches:*** *Conducted pilots testing for offline launches. Negotiated omni-channel initiatives with Carrefour and LuLu, resulting in the launch of 35 SKUs online*

- Launched Jongga Kimchi Ramen in the UAE, driving $360K in sales by convincing senior executives to adopt a different market entry approach, aligning with Carrefour's strategy

- Established a dedicated Korean Food Section in LuLu hypermarkets, driving $414K in sales and achieving 215.5% YoY sales growth

- Led phased product expansions, identifying high-potential products that drove 230% growth in the frozen category and adapting products to regional needs. Developed exclusive products, boosting Halal category sales by 144%

- ***GTM Sales Operations:*** *Established International GTM Operations by collaborating with cross-functional teams (production, SCM, logistics) and diverse external stakeholders*

- Optimized Arabic labeling processes, reducing lead time by 53% and costs by 22%. Increased direct business by 26% points providing labeling services

- Led compliance with Qatar's *MoPH* food regulation changes, securing the *Certificate of Conformity*, resulting in a 46% YoY sales increase in Q1 2024

Samyang Food Corporation
Jan. 2017 – Feb. 2021

GTM International Sales Manager

(**Regions Managed**: *Europe (The Netherlands, Germany, Spain, Italy, Norway, Czech Republic), Middle East, Levant (Jordan)*)

- ***GTM Sales and Operations:*** *Diversified the Buldak brand portfolio by overcoming EU regulatory hurdles. Managed China export operations, representing over 50% of total Samyang sales for Hot Chicken flavor ramen*

- Successfully exported dairy-containing products, complying with *Annex I of Regulation (EU) No 605/2010*, by collaborating with Marketing and QC, driving 123% sales growth in the EU dairy category

- Led product specifications to comply with *EU food safety regulations*, enabling strategic partnerships. Achieved 142% sales growth in the Buldak OEM category, and 7x growth in the frozen category

Sales Operations Manager

- Spearheaded improvements in the sales order submission process for China. Analyzed lead time adherence using SAP, reducing lead time by 33% and increasing logistics capacity by 33% at Wonju and 50% at Iksan by collaborating with cross-functional teams

EDUCATION

University of California, Davis
San Francisco, CA

Master of Science, Business Analytics (*STEM OPT*)
Expected Aug. 2025
Highlighted Coursework: Data Design and Representation, Advanced Statistics, Big Data, Machine Learning

KonKuk University
Seoul, Korea

Applied Statistics
Mar. 2012 – Feb. 2017
Highlighted Coursework: Mathematical Statistics, Regression Analysis, Experimental Design, Categorical Data Analysis, Data mining