

Video Introduction Script Opening

Opening

Hello, I'm David Kim, and I'm based in Seoul, South Korea. I hold a BBA in Management Information Systems from Seoul National University, where I was on the Dean's List every semester. I've been working in product management for over 9 years. For me, product management isn't just about features—it's about deeply understanding user needs and translating them into solutions that drive business value.

Recent Experience

Most recently, I'm a Director of Product at Kakao, where I lead product strategy for KakaoTalk, our messaging platform serving over 53 million users. In this role, I manage a portfolio of 6 product managers, drive our roadmap for social commerce features, and work closely with engineering and design teams to deliver experiences our users love.

Leadership Philosophy

My leadership style is data-informed and user-centric. I believe in making decisions based on evidence, not opinions, but also knowing when qualitative insights matter more than metrics. I've learned that the best product leaders create clarity—clear strategy, clear priorities, and clear success criteria that align everyone from engineering to executives.

Problem-Solving Approach

What sets me apart is my focus on outcomes over outputs. At Coupang, I launched a same-day delivery expansion that increased GMV by \$420M annually. I didn't just ship features—I identified the user pain points, validated solutions through research and testing, and measured real business impact. I always keep in mind that we're solving problems for real users who have alternatives.

Full-Stack Product Experience

I've worked across the entire product lifecycle: from user research and competitive analysis, through roadmap planning and feature specification, to launch coordination and post-launch optimization. I'm comfortable with SQL for data analysis, have built prototypes with Figma, and can discuss technical tradeoffs with engineering teams.

I believe strongly in cross-functional collaboration and clear communication. Product managers are force multipliers—our job is to help everyone understand the "why" behind what we're building.

Technical Skills

Over the past five years, I've developed strong analytical skills using SQL, Python, and various analytics tools like Mixpanel and Amplitude. I'm proficient with A/B testing frameworks, cohort analysis, and funnel optimization. While I'm not an engineer, I understand system architecture well enough to have meaningful technical discussions.

But my real strength is in product strategy and execution. I love tackling questions like: What should we build next? How do we prioritize competing opportunities? What metrics actually matter? These strategic decisions determine whether products succeed or fail.

Personal Interests

Outside of work, I follow K-pop and Korean entertainment trends to understand cultural shifts, play table tennis, and read extensively about product design and business strategy. I also enjoy analyzing what makes certain products achieve viral growth.

Closing

You can view my product portfolio and case studies on my website, which I've included in my application. I'd be excited to discuss product strategy, user research, or how to build products that users genuinely love.