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Personal



Nationality: Korean

Languages: Korean, English

Summary

I am a serial entrepreneur, general manager, and enthusiastic lifetime learner with business experience of over 26 years. I started my career as a business developer and worked as a financial controller for the mining projects in Samsung Corporation. I co-founded a global online education company, Educasia Inc. that delivered training to around 90 countries and established a consulting firm helping corporations to build marketing strategies with expertise in business strategy, finance, and marketing. I am currently working for the biggest data-engineer community in Korea as an intermediate-level full-stack IT engineer. I have BA in Earth Resources and Environmental Engineering and MBA degrees.

Education

KOREA UNIVERSITY. Seoul, Korea. MBA class of 2008

HANYANG UNIVERSITY. Seoul, Korea. *B.A., College of Earth Resources and Environmental Engineering*

Experience

2000-present

EDUCASIA, INC.

Co-Founder / Representative Director of Korea / Global Managing Director

Educasia was established in April 2000 to provide innovative educational programs for corporations and professionals around the world. Partnering with the consortium made up of top universities including Stanford University, Columbia Business School, and Chicago Business School. Educasia has worked with many of the leading Korean conglomerates including Samsung group, Hyundai Motor group, LG group, SK telecom, and so on as well as leading foreign multinational companies including Sumitomo Corporation, HSBC bank, Visa, Volvo, Bayer, Tesco, and HP to help develop the capabilities and performance of their managers. Also, Educasia has been involved in the NCS(National Competency Standards) program of Korea government, a part of the school innovation project, and has worked for colleagues for years.

- General Management: Full P&L responsibility, managing employees, and all aspects of business operations in Korea and Singapore entities.
- Strategy: Co-authored original business plan. Helped established company vision and core values. Involved in managing company-wide strategic planning and review processes.
- Sales and Marketing: Developing and managing key client accounts. Managing promotion and branding efforts including direct marketing, partnership/channel marketing, PR, and events / seminars.
- Project Management: Planning and developing the customized training programs for more than 100 projects including competency mapping, training framework building, course development and delivery, and evaluation system.
- Product Development: Planning new products and business in the area of global management, design thinking, startup development, and executive development.

2021.6-11

DACON, INC.

Director, T&D Business Leader

Dacon is the first and biggest data competition platform established in 2018. As of the end of 2021, the company has more than 35,000 active site members has hosted more than 100 competitions, and has about 90,000 team competition teams cumulatively. Dacon provides the data and AI competition service with its unique platform, and the training service of data science for professionals. With the service platform, the company is committed to offer data solutions and human resource to its client organizations.

- Business Development: Planning, Marketing, and Operating competition to clients.
- Product Development: Planning and Developing the learning management system.
- Content Development: Planning and Producing the training contents in data science.

2017-2020	<p>PLATFARM, INC. (MOJITOK) <i>Co-Founder / Chief Marketing Officer</i> Platfarm Inc. helps messaging services to monetize or/and increase user engagement with the visual communication solution using the AI-based algorithm and the open platform for sticker creators. Their service brand name is "mojitok." Partnering with global messenger platforms such as Samsung Electronics, Google(Tenor), Zalo Messenger, Etc., the company raised \$2M from Samsung Ventures as seed-round funding.</p> <ul style="list-style-type: none"> • Business Development: Planning and implementing strategies mostly for global market development • Sales and Marketing: Developing and managing key client accounts and partnerships
2011-2015	<p>INTOPARTNERS, INC. <i>Founder / Representative Consultant</i> Intopartners was established to support Educasia as a management consulting spin-off division because many of Educasia's clients inquired for management and strategy consulting.</p> <ul style="list-style-type: none"> • Business Development: Planning and implementing strategies mostly for global market development • Sales and Marketing: Developing and managing key client accounts and partnerships
1999 – 2000	<p>CHEONGYANG IND. <i>General Manager</i> Cheongyang Ind. is a mid-sized diversified trading company in Korea that focuses on electronics and stationary products, as well as apparel and automotive products. The company operates through supplier and customer relationships throughout Asia and in the U.S.</p> <ul style="list-style-type: none"> • Developed corporate client accounts including Samsung Electronics and Samsung Corporation • Negotiated and managed supplier relationships in China and Japan. • Evaluated and managed investments in new businesses, including the company's business expansion in the U.S.
1995-1999	<p>SAMSUNG C&T CORPORATION, Seoul, Korea <i>Management Associate</i> Samsung Corporation is a Fortune Global 500 company that has a diverse business portfolio spanning IT, engineering and construction, and project finance.</p> <p><i>Natural Resource Development Team</i></p> <ul style="list-style-type: none"> • Financial controller for the Springvale project, a coal mining project with the investment of \$100million in Australia. The project was a joint investment project in partnership with U.S. based Cyprus. • Built restructuring plans and reported to the top management • Developed business plans for natural resource development projects in overseas countries. <p><i>Nextwave Team</i></p> <ul style="list-style-type: none"> • Developed business plans for Samsung's biotechnology business, and assisted in setting up the company's bio-pesticide company in the U.S. • Assisted in developing the company's retail business focused on health care products
Projects	
2007.6 ~present	Sumisho Global Online Business School Project: Online Business School for subsidiaries and partners of Sumitomo Corporation throughout 90 countries for 15 years
2021.9~2021.11	NIA(National Information Society Agency) Korean Voice and Natural Language AI competition: AI modeling competition for voice recognition and natural language processing in Korean language.
2017.9~2018.11	Platfarm Inc. Global Market Development for Platfarm Inc.: Global business development in the San Francisco Bay Area for MojitoK, including building the business model, developing partners, and pursuing funding. It resulted in strategic funding from Samsung Ventures and partnership with Samsung Electronics(mobile) in 2018.
2015.7~2018.10	Hyundai Motor Group Marketing Strategist Development: Global corporate foundation program development project for global overseas staff with 9 languages for 4 years
2016.4~ 2016.12	Educasia Inc. Uptown League Project: Building a Flipped Learning Community with concentration on Data Science, Machine Learning, Digital Marketing)

2016.1~2016.6	Samsung Life Insurance: Insurance Marketing Program Development for the Samsung Life Insurance marketing organizations
2015.1~2016.3	Educasia Inc. a New Korean Language Learning Projects for Native English Speakers: Lexical Approach Korean Language Learning - Learn Korean! Start Speaking Korean Now! course in Udemy.com
2015.9~2015.11	3M Korea: Strategic Executer Program Development for Strategy and Marketing managers
2014.1~2015.12	Hyundai Motor Group Online Overseas Employee Training Course Development: Global corporate foundation program development project for global overseas staff with 9 languages
2014.1~2015.12	School Innovation Program with the National Competency Standards: College innovation projects with new curriculum development based on the national competency standards for Gyeonggi College of Science and Technology, Kimpo University, Osan University, Yuhan University, and Kojé College.
2014.12-2015.2	Korea Institute of Stratup & Entrepreneurship Development- Small and Medium Business Administration Startup Development Workbook Projects: Writing a workbook and a manual for the startup societies of colleges
2014.3~2014.7	LS Group Leadership Challenge Program- Integrated Management Skill Development: New integral type of management skill development program for the candidates of executives in LS group
2013.8~2013.10	Coleman Korea Executive Evaluation Framework: Leadership evaluation program for selecting CEO candidates
2013.1~2013.12	Doosan Group Work Skill Development Project: Customized work skill development program of the work smarter category for mid-level managers of Doosan group
2012.12~2013.05	Cosmax 10 year Vision and Strategy Development: Building the vision of 2022 and the long term global strategies for Cosmax, a cosmetic ODM leader in Korea.
2012.6~2012.11	Korea Institute of Human Resource Development in Science and Technology Project: Development of Competency Model and Training Roadmap for Researchers Conducting National R&D Projects in Sciences and Engineering Fields
2012.5~2012.9	Samsung Finance Group Marketing Competency Development Project: Customized financial marketing course development for Samsung's finance companies including Samsung Life Insurance, Samsung Fire & Marine Insurance, Samsung Card, Samsung Securities, and Samsung Asset Management.
2011.1~2013.12	Hanwha Group Core Talent Development Program: Developing and executing the core talents to build the corporate leadership pipeline from mid-level managers to senior executives
2011.10~2011.12	Korea Transportation Security Authority New Hire Selection Framework: Developing a multi-facet evaluation program for selecting new hires for Korea Transportation Security Authority
2011.6~2011.10	Amore Pacific Product Innovation Program Project: Developing and executing the product innovation process with using the design thinking methodology for Amore Pacific
2010.6~2012.10	Amore Pacific SSEP(Sales Stimulation & Enhancement Program) Execution Project: Building the marketing implementation framework and developing
2001.9~2010.3	Samsung Group Leader Program Project: Developing and executing online courses to building the core talents to build for the executive candidates as a part of Samsung Leader Program with 200 participants per year from all subsidiaries of Samsung Group for 10 years
2009.12~2014. 6	CJ Group Business Leadership Development Project: New integrated management skill development programs for middle managers and team leaders in CJ group
2009.10~2014. 10	Samsung Fire & Marine Insurance Marketing Skill Development: Developing innovative financial marketing program to change the organization from sales-oriented to market-oriented.
2008.9~2008.12	Hyundai Motor Group Marketing Academy Project: Building the marketing academy and developing curricula for marketers in Hyundai Motor Group
2008.8~2008.11	SK Telecom Global Business Agent Development: Overseas business develop program with business development managers in SK Telecom
2007.3~2008.1	CJ Group Marketing Academy Development Projects: Developing 11 marketing courses customized for marketers in the subsidiaries of CJ Group.
2007.8~2007.10	SK Telecom Marketing Academy Development Projects: Building the marketing career framework and developing curricula for marketers in SK Telecom.

2006	LG Electronics Global Innovation Project: Developing management skill courses for overseas staff of LG Electronics
2006	Samsung TESCO Core Talent Development Project: Developing business skills for core talent managers in Samsung TESCO
2005~2007	Visa University (Singapore) Project: Developing business skill courses for payments industry to be delivered to Visa partner companies
2004.9~2004.11	CJ Group India Business Development Project: Developing global business in India for 3 months
2003.1~2005.7	Hyundai Motor Group Corporate MBA project: Developing an online pre-MBA school for managers in Hyundai Motor Group
2002~2004	Korea Environmental Industry & Technology Institute under Korea Ministry of Environment Development of estimating system for reduction technology of global warming gas resulting in climate change: Developing corporate environmental strategy online courses and system development as a part of the project
2001.9~2002.8	Samsung Group Leader Program Online Course Development Project: Problem-based learning management skill development courses for executive candidates in Samsung Group

Speeches

2014. 12	2014 ICET(International Conference of Educational Technology): Space impacts behavior
2013. 4	Korean Society for Learning and Performance Spring Conference 2013: Design of learning space and infra for educational objectives
2001. 10	KORMS(Korean Operations Research and Management Science Society) Conference 2001: Global e-learning business outlook
2001. 8	Comdex Korea 2001: Analysis of global e-learning service business model

Books

2015	Startup ride : 창업동아리 육성을 위한 워크북 (Startup ride : a workbook for the startup societies of colleges), Publisher: Korea Institute of Stratup & Entrepreneurship Development- Small and Medium Business Administration
2013	온몸으로 사고하라(Embody your idea: Design Thinking), Publisher: 피플트리(PeopleTree)
2013	글로벌하게 사고하는 인재를 육성하라(Nurture global talents: Textbook of University of Ulsan), Publisher: 학지사(Hakjisa)

Papers

2013	Development of Competency Model and Training Roadmap for Researchers Conducting National R&D Projects in Sciences and Engineering Fields, THE KOREAN SOCIETY OF HUMAN RESOURCE DEVELOPMENT
2013	Design of Learning space and Infra for Educational Objectives, Korean Society for Learning and Performance