John J. Kim

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Professional Experience

The Boston Consulting Group   **July 2019 – Present**
Associate   Atlanta, GA
US-Based Global Logistics Company
- Designed pricing strategy for US-Based Global Logistics Company that customized both pricing structure and rates by customer size, spend, and purchase patterns.
- Created new pricing levers and calculated optimal price points informed by quantitative analyses, including transport & last-mile delivery profitability analyses and customer segmentation, and qualitative analyses, including market level forecasts and potential competitor responses.
- Developed new methodologies to segment hundreds of thousands of customers based on client strategic goals, profitability analyses, customer characteristics.
- Conducted weekly director-level meetings to continually assess client capabilities, deliver and analyze proposed strategic directions, and facilitate successful and timely implementation.
- Directed data and analytics across 5 separate initiatives; acted as primary counterpart to client data SMEs, led new member onboarding, and ensured alignment across team by establishing weekly data meetings.

US-Based Online Marketing Company
- Developed go-to-market strategy for historically successful e-commerce platform with slowing revenues and threats from new entrants due to a spike in vertical integrators.
- Performed diagnostic to segment target market, identify high-priority competitors, and understand client functional niches to determine strengths in target market.
- Modeled expected profitability impacts of recommended actions, informed by customer churn projections, historical platform usage data, and transaction data.
- Constructed new methodologies to predict churn by analyzing the breadth and depth of customer-platform interactions using Bayesian-based product association analyses.

AT&T Global Connections and Supply Chain Strategy   **May 2018 – August 2018**
Summer Analyst   Dallas, TX
- Analyzed spend data to identify $2M cost-savings opportunity by optimizing purchasing process; presented findings and recommendations to senior leadership.
- Investigated supplier susceptibility to PE M&A activity to mitigate potential disruptions in supplier relationships.

JMRK Consulting   **May 2017 – November 2017**
Founder & Managing Director   Nashville, TN
- Created pitch decks and profitability models for Skopos Labs, a legal-AI startup using natural language processing to quantify policy data, for presentations with bulge bracket investment banks, global law firms, and private investors.

Education

Vanderbilt University   **August 2015 – May 2019**
Student   Nashville, TN
- Dual Major: Mathematics, Computer Science
- Overall GPA: **3.7** / 4.0, Mathematics GPA: **3.8** / 4.0, Computer Science GPA: **3.8** / 4.0
- GRE: **337** / 340, Verbal Reasoning: **167** / 170, Quantitative Reasoning: **170** / 170

Achievements

KPMG International Case Competition National Champion   **February 2017**
- After winning the Vanderbilt University campus competition and the North Atlantic regional competition, placed 1st in the national round of KPMG's International Case Competition out of 42 universities nationally.

Independent Projects

Concept Search – Created a search algorithm that contextualizes a given query to provide refined results. Used Python.
Titanic Classifier – Created logistic classifier to predict whether a passenger survived, given passenger characteristics, including gender and fare. Used MATLAB.

Technical Skills & Interests

Proficient: Python │ C++ │ C │ ARM Assembly │ SQL │ VBA; **Familiar:** Java │ MATLAB │ UNIX Shell │ HTML │ CSS │ JS
Interests: classical piano, Rubik's Cube, Wikipedia deep dives, weightlifting