# Kevin Kim

hello@kevinrkim.com  |  917.267.9687

## EDUCATION

2010 – 2014

**New York University** | Leonard N. Stern School of Business

### Bachelor of Science: Marketing, Management

- o   GPA: **3.51/4.00**
- o   Study Abroad: London, England (2011)
- o   Honors: Stern Dean's List, Stern Scholarship Recipient

## EXPERIENCE

2017 – 2021

**Accenture Strategy** | Business Strategy Consultant

### Product Management

- o   Managed development of an audience targeting application for major cable company's advanced advertising group, leveraging 1$^{st}$ party subscriber data and 3$^{rd}$ party vendor data
- o   Interfaced between engineering groups and business stakeholders to define product requirements and prioritize feature sets across a two-year roadmap

2016 – 2017

**IBB Consulting Group** | Consultant  *(acquired by Accenture Strategy: Nov 2017)*

### Strategy & Growth Planning

- o   Performed opportunity analysis, financial modeling, and growth planning for monetization of internal commerce & affiliate marketing platform for major US publisher
- o   Collaborated with product leads across business units to develop capability mapping of existing features on commerce platform to inform roadmap development

### Product Planning & Portfolio Management

- o   Provided support for major cable company's ad tech division towards development of campaign planning product
- o   Defined business requirements for minimally viable product features and produced extensive user story backlog
- o   Assessed roadmap against product portfolio of recent acquisitions and conducted top-down market sizing analysis to identify major growth areas and make recommendations towards portfolio consolidation

2014 – 2016

**IBM Global Business Services** | Consultant

### Go-to-Market Strategy & Data Analysis

- o   Built analytical model to transform go-to-market strategy for major technology company by segmenting existing client base and refining resource requirements across business units
- o   Led data-driven workshops for senior executives across Asia and Latin America to receive regional input for model, which was used to conduct data analytics to support executive decision-making and place strategic bets

### Product Development

- o   Worked with a major retail client to develop a machine learning-based application using Watson Analytics that forecasts product demand based on unstructured data sources; work resulted in successful proof-of-concept demonstration of predictive analytics model
- o   Created ontologies to convert unstructured social media and weather data into quantifiable metrics for model input

## ADDITIONAL

Skills & interests

- o   Skills: Microsoft Office, presentation design, project management, product management, sales contribution
- o   Languages: **English** (native), **Korean** (conversational), **Italian** (basic)
- o   Interests: brand management, languages, travel, design of everyday products and experiences