Kevin Kim

www.kevinrkim.com | hello@kevinrkim.com | +1 917 267 9687

EXPERIENCE

2022-2023

GALE PARTNERS Associate Director, Business Strategy

Loyalty Strategy & Digital Experience (global restaurant chain client)

- Led continuous optimization and personalization efforts of digital customer journey design through engagement and transaction analytics, resulting in +20% sales from digital-first customers
- Developed strategy and recommendations for next generation loyalty program, leveraging insights from competitive benchmarking, CRM data analysis, and forecasting

2017-2021

ACCENTURE STRATEGY Manager, Business Strategy

Product Management (global media & entertainment client)

- Managed workstream for development of video streaming service, building data requirements and defining process flows to fulfill contractual revenue share deals with content and technology partners; resulted in successful US launch in 2020

Experience Design (US cable client)

- Developed user journeys of next gen chatbot assistant through customer query analysis and conversation flow design (e.g., entry/exit criteria, branching logic, API references, technical requirements) resulting in +400% user growth over previous generation assistant

Product Strategy (US cable client)

- Assessed product strategy and customer lifecycle of media streaming device amid stagnant activations and engagement, facilitating key strategic pivots resulting in +23% user growth in one year

2016-2017

IBB CONSULTING GROUP Consultant *(acquired by Accenture Strategy in 2017)*

Strategy & Growth Planning (US digital media client)

- Performed opportunity analysis, financial modeling, capability mapping, and growth planning for monetization of client's internal commerce/affiliate platform

2014-2016

IBM GLOBAL BUSINESS SERVICES Consultant

Go-to-Market Strategy & Data Analysis (global technology client)

- Built client segmentation model to transform cross-functional sales strategy, leading data-driven workshops for senior executives in Asia and Latin America to gather regional data inputs and support executive decision-making

Product Development (global retail client)

- Supported the transformation of training data for a machine learning app that forecasts product demand at SKU level using unstructured data sources; resulted in successful proof-of-concept demo of predictive model

EDUCATION

2010-2014

NEW YORK UNIVERSITY Leonard N. Stern School of Business

- Bachelor of Science: Marketing, Management

OTHER

2020

Le Wagon (Milan)

- Completed full stack web development bootcamp

Skills & languages

- JavaScript, HTML, CSS, Ruby on Rails, Python, Microsoft Office, Adobe Creative Cloud
- English (native), Korean (conversational), Italian (conversational)