

Kevin Kim

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EXPERIENCE

2017 – 2021

Accenture Strategy | Business Strategy Manager

Product Management & Strategy

- Managed development of an audience targeting application for US cable company's advanced advertising group, interfacing between engineering groups and business stakeholders to define product requirements and prioritize feature sets across a two-year roadmap
- Analyzed the end-to-end customer lifecycle strategy and performed product assessment of US cable company's consumer media streaming device to make recommendations on improving product engagement and sales

Product Design

- Led product planning and design of chatbot assistant for cable company through customer journey prioritization and conversation flow design (e.g., entry/exit criteria, branching logic, API references, technical requirements)

Process Design

- Designed the process by which internal data sources were used to calculate revenue share for global media company's video streaming service; identified data sources and elements required to fulfill contractual deal terms and developed visualization of proposed end-to-end data flows required to support reporting design

2016 – 2017

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

Strategy & Growth Planning

- Performed opportunity analysis, financial modeling, and growth planning for monetization of internal commerce & affiliate marketing platform for major US publisher; 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

- Provided support for US cable company's ad tech division towards development of campaign planning product; defined business requirements for minimally viable product features, produced extensive user story backlog, and 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

- 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; led data-driven workshops for senior executives across Asia and Latin America to receive regional inputs for model, which were used to conduct analytics to support executive decision-making

Product Development

- Worked with a global 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

EDUCATION

2010 – 2014

New York University | Leonard N. Stern School of Business

Bachelor of Science: Marketing, Management

- Study Abroad: London, England (2011)

ADDITIONAL

Skills & interests

- Skills: Microsoft Office, Adobe XD, Illustrator, InDesign, Ruby on Rails (basic), front-end web development (basic)
- Languages: **English** (native), **Korean** (conversational), **Italian** (basic)
- Interests: product & experience design, brand identity, languages, travel