

Kevin Kim

www.kevinrkim.com | hello@kevinrkim.com | 917.669.1705

EXPERIENCE

2022 - 2023

GALE PARTNERS | Associate Director, Business Strategy

CRM & Loyalty Strategy

- Developed strategic recommendations towards the evolution of US-based fast food restaurant chain's customer loyalty program through analysis of historical CRM data and competitive benchmarking; analyzed engagement and transactional metrics of customer journeys to perform optimizations of journey design, reinvestment rates, and audience segments

2017 – 2021

ACCENTURE STRATEGY | Business Strategy Manager

Strategy & Product Management

- Analyzed the end-to-end customer lifecycle strategy and performed product assessment of US cable client's consumer media streaming device to improve product activations and engagement; developed strategic imperatives aimed at reducing product fragmentation across markets to support long term business objectives and create efficiencies for enhanced scalability
- Managed development of an audience targeting application for US cable client's advanced advertising group, interfacing between engineering groups and business stakeholders to define product requirements and prioritize feature sets across a two-year roadmap

Product Design

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

2016 – 2017

IBB CONSULTING GROUP | Consultant (*acquired by Accenture Strategy: Dec 2017*)

Strategy & Growth Planning

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

2014 – 2016

IBM GLOBAL BUSINESS SERVICES | Consultant

Go-to-Market Strategy & Data Analysis

- Built analytical model to transform go-to-market strategy for global technology client by segmenting existing client base and resourcing needs across business units; led data-driven workshops for senior executives across Asia and Latin America to receive regional model inputs and support executive decision-making

Product Development

- Supported the curation of training data for a machine learning-based application for a global retail client 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: Management, Marketing

ADDITIONAL

- Software development bootcamp: Le Wagon Milan full stack development program (2020)
- Skills: Ruby on Rails, HTML, CSS, JavaScript, Adobe Creative Cloud, Figma, Microsoft Office
- Languages: English (native), Korean (conversational), Italian (basic)