

SETH KIM

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SUMMARY

Highly strategic, entrepreneurial, and versatile professional with over 17+ years of post-graduate high-tech industry and management consulting experience in supply chain analytics/modeling, network optimization, data visualization, corporate strategy, M&A, and operational turnarounds. Well-rounded with advanced degrees in both engineering and business from top institutions and in-depth international experience. Able to effectively interact and gain trust from stakeholders up and down the corporate ladder and across cultures.

SELECT EXPERIENCE

2015 - Present **Walmart eCommerce** **San Bruno, CA**
Head Strategy and Planning for Samsclub.com Supply Chain

Strategic Initiatives

- **Fulfillment Center Network Strategy:** Led a team of world-class experts to develop a next-generation FC network strategy for Samsclub.com. The business cases, which included new facility proposals to add 1.5 million SQ FT to enterprise capacity, was approved at the highest levels of Walmart leadership.
- **Member Satisfaction:** Implemented rigorous process improvement methodologies to address supply chain efficiencies and cycle time, resulting in unprecedented turnarounds in the two of the most critical eCommerce metrics: **on-time delivery (88% to 95%) and same-day shipment (23 p.p. +)**.
- **Free Shipping:** Led a cross-functional team to develop the business case and rollout Sam's Club Free Shipping Program, **resulting in 200% comp.** <http://fortune.com/2018/02/14/sams-club-free-shipping/>
- **Fast Shipping:** Led an enterprise-wide project to reduce click-to-promise/delivery time by 2+ days, by improving inventory positioning, expanding carrier base, and optimizing order fulfillment processes.

Analytics & PMO

- **PMO/Strategic Planning:** Started and led the Program Management Office (PMO) for SC organization, including tools, processes, and systems. Developed and initiated annual strategic planning process.
- **Business Intelligence/Visualization:** Partnered with engineers and data scientists to build from the ground-up and launch highly-acclaimed operations/supply chain performance reporting system that leveraged the latest advancements in Big Data analytics and visualization methodologies.
- **Holiday Peak Planning/Readiness:** Led a cross-functional team (buyers, finance, operations, etc.) to develop a decision support system that generated weekly target capacity for key supply chain drivers, including fulfillment labor (hours), carrier capacity (trailers by day), and FC capacity (SQ FT).

2013-2015 **LG Electronics** **Santa Clara, CA**
Senior Manager, Product & Service Innovation at LG's Silicon Valley Innovation/Incubation Division

Decision Analysis

- **Willingness to Pay/Pricing:** Developed in-house capability to measure customer value of new product features via conjoint analysis. Built decision support system to predict the market share for wide variety of product configurations/pricing, eliminating guesswork to make informed decisions.
- **Market Sizing:** Owned opportunity evaluation for new product concepts as part of corporate innovation process, including estimation of TAM/SAM/SOM using various independent approaches for triangulation.
- **Customer Segmentation:** Executed large-scale consumer studies to identify key segments via quantitative and qualitative methods for emerging product categories, including Smart TV and Wearable. Authored target segment profiles, guiding critical go-to-market decisions.
- **Big Data:** Utilized Splunk to search, monitor, and analyze webOS smart TV log data – resulted in drastic reductions in errors/incidents in production environment, greater insights into how new features are performing, and savings due to streamlining lengthy/costly troubleshooting processes.

Corporate Strategy/M&A

- **M&A Integration:** Successfully formed and led the integration management office for the HP webOS acquisition, with relevant accomplishments including: cross-functional integration planning, overseeing the construction of 2 new offices/data center and transition of employee/assets within 100-day milestone.
- **Enterprise Valuation:** Led the strategy development and target screening for a Smart Home M&A opportunity, including industry analysis, strategic fit/competitive analysis, and enterprise valuation – and delivered recommendations to LG executives, which resulted in an LOI for a \$300M target.
- **Platform Strategy:** Led an international, cross functional team to develop webOS strategy, including alignment of business needs/strategic goals, business model, ROI, & risks/opportunities. Successfully socialized and presented strategy, resulting in new B2B partnerships and new category expansions.

2010-2013

PRTM Management Consultants (acquired by PwC on 8/2011)

San Francisco, CA

PRTM was a global leader in supply chain management, customer value management, innovation, and operational strategy. It was named Consulting Magazine's 2010 "Best Firms to Work For".

Associate/Senior Associate, High Tech Sector Strategy

Supply Chain/Operations

- **Acting Director of Operations** at a multinational CE client: Developed/implemented quality management system (QMS) and captured/analyzed field quality data to drive design and manufacturing improvements.
- **Network Optimization:** Conducted a supply chain/manufacturing network assessment of an \$8B high-tech client to identify \$450M annual EBIT improvement opportunity. Developed sophisticated supply chain/financial models and turnaround roadmap, and secured buy-ins from the C-suite.
- **Inventory Management:** Led a vendor-managed inventory (VMI) program implementation for a \$13B industrial client. Identified key suppliers and led negotiations to expand program membership while improving payment terms and prices. Financial impact is estimated to be over \$22M reduction in net working capital, \$15M improvement in COGS, and \$10M reduction in annual freight expense.
- **Facility Layout:** Led a distribution center layout optimization for a Big Three auto client, including ABC SKU analysis, customer demand variation analysis, on-site time and motion studies, and 3D product dimension analysis. Measureable improvements included reduction in unloading/putaway and picking/loading cycles time by >50% and reduction in overtime charges by >80%.

Analytics/Modeling

- **Operations Research:** Utilized linear programming and Monte Carlo simulations to optimize product mix and headcount allocation at a major US utility, projected to save \$8M in OpEx annually.
- **Scenario Planning:** Developed predictive models for key macroeconomic indicators, including oil prices, labor rates, employment rates, FX rates, to develop pro forma financial statements for various strategic scenarios for a telecom client; resulted in decision to revise risk management policies.
- **Portfolio Optimization:** Utilized sophisticated methodologies to develop a portfolio optimization tool that quantified a potential project's costs, benefits, and risk/return at a smart meter client.

2003-2008

Samsung Electronics

Seoul, Korea

Manager, Corporate Technology Strategy (2005 – 2008)

- **Innovation Strategy:** Developed a global R&D network strategy, researching the strategic implications of 15 different global locations. The recommendation led to the establishment of two new strategic offshore development centers in China and Israel, increasing corporate IP throughput by 10 percent.
- **Lean Product Development:** Drove lean product development initiatives for the TV business unit, resulting in 20% reduction in product development cost and 30% reduction in cycle time.
- **6 Sigma Implementation:** Visited 13 business units and 12 offshore R&D centers to provide extensive training, including probability/statistics and experimental design, resulting in over 200 new greenbelts.

Business Analyst, Innovation Center (2003 – 2005)

- **Product Lifecycle Management:** Appointed to be a key member of high-profile international team tasked to develop and roll-out an enterprise PLM Framework, including processes, tools, and people.
- **Learning & Development:** Revamped corporate new product development training curriculum, incorporating experiential learning, and trained over 13,000 new-hires over a 2-year period.

EDUCATION

**Darden Graduate School of Business Administration
University of Virginia**

Charlottesville, VA

Master of Business Administration, concentration in Strategy and Decision Science, May 2010

- Internship: Danaher Corp. (Project: Supplier base rationalization and commercial term renegotiation)

Cornell University

Ithaca, NY

Master of Engineering, Operations Research and Industrial Engineering, May 2003

- Master's Project: Multi-echelon Inventory Optimization with Discrete-Event Simulation

Arizona State University

Tempe, AZ

Bachelor of Science, Computer Information Systems, May 2002

- Magna Cum Laude, Honors College Graduate, Arizona Regents Scholarship (full tuition for 4 years)
- Co-op/Internships: **Honeywell** ('02), **Intel** ('01; Co-op), **ExxonMobil** ('01), **Motorola** ('00)

ADDITIONAL QUALIFICATIONS/PERSONAL

- 3rd in collegiate ballroom dance competition (2000), American Sailing Association certified skipper.
- Samsung-certified Six Sigma Black Belt.