
EDUCATION

2011 - 2013	IESE BUSINESS SCHOOL Master of Business Administration (MBA Program)	BARCELONA, SPAIN
Mar. 97 - Feb. 01	SEOUL NATIONAL UNIVERSITY Bachelor's	SEOUL, KOREA
Mar. 01 - Feb. 03	GRADUATE SCHOOL OF INT'L STUDIES IN SEOUL NATIONAL UNIVERSITY Completion of Course	SEOUL, KOREA

EXPERIENCE

Jan. 04 - Jul. 11	KOREA TELECOM Korea telecom(NYSE: KT) provides telecommunication services in Korea, with US\$19B revenue and 36K employees	SEOUL, KOREA
2010 - 2011	<i>Project manager in e-Healthcare service development</i> <ul style="list-style-type: none">Technology Development Office<ul style="list-style-type: none">Designed an e-health platform and a business model for 'Personal Health Records, defined its basic architecture, and led a project to develop a US\$400K prototype platform.Planned and managed a joint US\$500K R&D project with Seoul National University Hospital based on this platform, which developed 4 iPhone/iPad applications for chronic disease management, coordinating project with renowned doctors and developers.Convinced top management to invest US\$10M 'Joint e-Health R&D Center'Applied for three domestic patents, held exhibitions for CEOs and the head of various hospitals, and conducted trials on 100 patients.	<i>Seoul, Korea</i>
2007 - 2009	<i>Business Planning Consultant</i> <ul style="list-style-type: none">New Business Unit<ul style="list-style-type: none">Built a US\$17M joint venture scheme with SNU Hospital aimed at developing e-health applications and service, identifying consumer needs through in-depth interviews with patients and doctors, as well as conducting quantitative surveysRevived the joint venture scheme that was once deferred by the KT board, while maintaining close working relations with doctors and staffs in SNU Hospital and winning the CEO's approval for Korea's first e-health platform schemeProposed a safety monitoring and concierge service for elderly people to the Ministry of Health and Welfare; KT secured the contract.	<i>Seoul, Korea</i>
2005 - 2006	<i>Project manager in Management innovation</i> <ul style="list-style-type: none">Management Innovation Taskforce in Southern Seoul Sales Office<ul style="list-style-type: none">Established the first telemarketing process within KT that utilized the CRM system; increased product sales by 23% in the first month, proposed it to be adopted as a corporate best practice, and delivered lectures aimed at spreading the use of the CRM system.Devised and delivered a 110 hour multiple session leadership program for 1,000 middle managers through 68 case studies in sales success and failures.Improved the performance reporting process by personally developed system.Organized lunchtime Chinese language and basic OA classes.	<i>Seoul, Korea</i>
2004	<i>Regional Sales Manager</i> <ul style="list-style-type: none">Southern Seoul Sales Office<ul style="list-style-type: none">Sold 47 PDA phones in the street within a week through utilizing the simple ad line of 'business suspension commemoration sale'.Overtaken the opposition of a construction firm that refused KT to lay cables and achieved a 60% market share in the area through paying daily visits to the involved parties for a three month period; introduced to all office employees as an outstanding sales case study.	<i>Seoul, Korea</i>

LANGUAGES

English: Good
Korean: Mother tongue

Chinese: Good
Spanish: Basic

GENERAL INFORMATION

- Received a KT 'Wonder Frontier Award' in recognition of management innovation achievements (2006)
- Keen swing dancer and table tennis player