

Y. K. (Young Kun) CHO

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PROFESSIONAL PROFILE

32 years in total, successfully running and managing Businesses in the IT sector for more than 20 years, major products were monitor display, and managing all consumer electronics business including Mobile phone as a subsidiary president in Italy , and as a Commercial Business Unit president controlling Hotel TV, commercial display worldwide. HE B2B head role in US covering \$ 500M hotel TV, Commercial signage business in US. Last one and half years at Head Office, managing global accounts and supported special projects for building construction project in Chile, B2B solution business development covering Energy saving, Commercial display, Security industry. Currently working at SolBridge Int'l school of Business, Deajeon , Korea, as a Director of Career Development Center .

Working experience

2015- now	SolBridge Int'l School of Business	Career Development Center
1984- 2014	LG Electronics	Overseas Experience '91-'93 Vienna, Austria '93-'96 Dusseldorf, Germany '02-'05 Milano, Italy '09-'13 Aug Chicago, USA
1982. 8 - - 1983	SK networks	General Trading company

- Good understanding of multi-cultural business environment.
- Excellent communication and motivation for employees make a good performance.
- Strong rapport and relationship building skills with key customers.
- Continuous interest in new technology and new business model.

EMPLOYMENT HISTORY

SolBridge Int'l school of business, Daejeon, Korea

Career Development Center

Feb 2015 ~ Current

Director

Responsibilities

- Advising students to build up own career development plan and find a proper job after school which is aligned with their lifetime goal.
- Keep a good contact with major companies and help the students to be hired by those companies and, in addition, try to find new job opportunities at new promising companies.
- In order to support students prepare a proper lifetime goal, arrange mentoring, i.e. CEO mentoring, Leadership camps, special lectures, job fairs where they can have real job interviews with major companies' HR persons
- Managing CAP (Career Advisor Professor) meeting between students and professors and monitoring every semester progress of the meeting.

LG Electronics

GSMO(Global Sales & Marketing Office), Seoul ,Korea

Aug 2013 ~ Feb 2015

B2B group, Business development task

Responsibilities

- Developing cross sales opportunities from Global Accounts, about 170 Who has big potential to purchase many kinds of products from LG Electronics , i.e. Marriott, Hilton, Mc Donald's, Burger King, Walmart, AT&T, Accor...
- Total solution package development including an Energy Saving solution which includes HVAC, solar, LED lighting, ESS, Smart building package which includes curtain wall, natural lighting, digital signage information system , covering specific verticals; Hotel, QSR (quick serviced restaurant), Retail stores, construction developers, Schools.
- Supporting New deals like building projects, Apoquindo project, in Santiago de Chile, and Street lighting deals with local governments in Chile. 5 projects already ongoing and big deals are in the pipeline.

- Designing new business concept in developing countries; building project, Street Light project, School project and, ESS (Energy Saving Storage)

LGEUS HE B2B division , Chicago, USA (Division Head)

Jan 2009 ~ Jul 2013

Hotel TV and Digital signage and cloud monitor business in US market

Responsibilities

- Managing Hotel TV business. LG had special solution, Pro:Idiom which is special DRM (Digital Right Management), most of major global hotels adopted already, increased market shares up to 50% in US market.
- Built up strategic relationship and had a TMM (Top Management Meeting) every year and awarded Red Domino project which is a pilot installation to initiate next generation for hotels, LG offered In-room networking solution and Goboard information solution.
- Awarded a global vendor agreement with Mc Donald's signage menu board project which will cover 45K stores worldwide. LG supply 47" screens for them.
- Initiated Cloud monitor business in US. Built up vertical sales team and start to contact local SI's and district school authorities, hospitals and universities.

Commercial Business Unit, Seoul, Korea (President)

Jan 2009 ~ Dec 2009

Responsibilities

- Full responsibility on worldwide commercial display business; Hotel TV, Hospital TV and signage TV, signage Monitor global market, revenue and profits, R&D.
- Planned a global commercial organization, US, Europe and rest of the world. In US, searched new sales head who are familiar with Signage solution business, understand industry echo system and good connection with key customers and system integrators who has the capability to supply contents to major customers at the market.
- Planned own product portfolio and major research and development was done by own research Lab with 130 engineers. One of the key products in Hotel TV was Pro:centric, upgrade version of market dominant DRM system, Pro:Idiom

IT Marketing Division , Seoul, Korea (Division Head)

Jan 2006 ~ Dec 2008

Responsibilities

- Kept the market leadership of CD-rom drive in worldwide market. Market share was more than 30%, initiated sales trend simulation to recover seasonality of the market. Most demand made in Q4 and we, almost every year, had SCM (Supply Chain Management) issue during the high season.
- Made a new approach for notebook sales. 1M pcs sales for overseas market was planned and made a good improvement compared with previous year's sales.

LGEIS President , Milano, Italy

Jan 2002 ~ Dec 2005

Responsibilities

- Managed all product sales and marketing in Italy. TV, Audio, Ref, washing machine, air-con and mobile phone products.
- Made a strategic partnership with telecom company "3" (a sister company of Hutchison group, Hong Kong) and launched 3rd generation mobile phone-video call function - first time in Europe and made new record in sales revenue \$ 1.2B and profit.
- Built a close relationship with major electronics retailers in Italy, Euronico, Unieuro and made a big increase the market share of major products, TV, washing machine.
- Closed the warehouse fire case which made a \$15M loss in 1999. Made a Lawsuit with a logistic company and verified their own fault and received extra compensation of \$2M.

Monitor marketing Team (Leader)

Mar 1997 ~ Dec 2001

Responsibilities

- Contributed to increase LG brand monitor sales in the worldwide market, differentiated the product and launched the Flatron monitor; which adopted new Flat CRT technology.
- Operated task team to enhance Flatron monitors and in advanced markets like Germany, Nordic countries made a good feedback from early adaptors.
- Supported GTM (Go-To Market) for European countries, all the countries had the similarities and the difference at the same time. Tried to find best

practice cases and share this case to all other subsidiaries to benchmark and this activity improved average level of 14 subsidiaries.

Monitor PM , Dusseldorf, Germany

Mar 1993 ~ Feb 1997

Vienna, Austria

Mar 1991 – Feb 1993

Responsibilities

- Based in Vienna and initiated the East Europe IT market, from Poland ,Czech, Hungary, Slovenia, to Romania, and Bulgaria.
- Developed new payment system considering customers' poor cash flow; 20% initial payment will be made for container shipment and balance payment made before container delivery about 1 month after shipment from Korea.
- In Germany, introduced CD-Rom product to the market, biggest in Europe, and obtain a market share of more than 40% and contributed very much to make LG the biggest CD-Rom maker in the world.
- Nominated as “ the best LG employee in 1995”

EDUCATION

Sogang University, Seoul, Korea (1977 -1982)

Major – Bachelor of English Literature

Minor- Bachelor of International trade

GE, Crontonville training center, NY, US : Leadership training 2009

Toyoka, Nagoya, Japan: Quality management 2007

LG, 6 Sigma course: Black belt awarded 2005

LG, ENDP(Executive's Development Program) Business Strategy 2009, 2011

Financial data analysis 2010, 2013

New business development 2012

Language Skill

Korean: Native English: Fluent German, Italian: Basic
