

SURIN KIM

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA Philadelphia, PA
MBA Graduate, Major in Entrepreneurial Management, Marketing and Operations Management 2013 - 2015

- GMAT: 760 (99th Percentile)
- Trek Leader of Wharton Antarctica Leadership Program
- Member of Entrepreneurship, Marketing, Tech, Founders, Deal Maker, Data Analytics, Latin America, Asia, and Africa clubs
- Social Media Director of Social Impact Conference

EWHA WOMANS UNIVERSITY Seoul, Korea
Bachelor of Arts, Major in Korean Language and Literature, Minor in Business Administration 2003 - 2009

- President, AIESEC (international business and economics student organization) Ewha 2004/2005

PROFESSIONAL EXPERIENCE

University of Nebraska – Lincoln Lincoln, NE
Assistant Professor and Entrepreneurship Specialist, 2016 - Present

Textile, Merchandising, and Fashion Design Department

- Build entrepreneurship ecosystems in the state of Nebraska; provide experiential learning opportunities for entrepreneurs and business owners, and create support system such as structured mentoring and accelerator programs
- Develop and evaluate entrepreneurship education programs, products and services focused on youth, woman and immigrant entrepreneurs
- Establish partnerships with industry partners and key stakeholders to establish diverse and strong entrepreneurial networks
- Access socio-economic impact of startups and businesses

AMAZON.COM, Inc. Seattle, WA
Senior Product Manager, Amazon Marketplace 2015 - 2016

- Led Selling Coach Selection, a business growth recommendation system for Amazon sellers worldwide; launched 2 automated product recommendation programs in 3 months, generating \$3MM in revenues and 8,400 new items on Amazon
- Managed Selling Coach mobile in Amazon Seller app, increasing seller engagement by 35% in 2 weeks; conducted marketing campaigns, analyzed key performance metrics, and created workflow for a new push notification feature; worked closely with designers, developers, and data engineers
- Analyzed buyer demands, behavioral patterns and purchase trend to optimize business performance of the platform; the prioritization logics and metrics invented in the analysis applied to over 5 new business recommendation programs for Amazon sellers

MA.CHEF (Startup company that offers an online and mobile platform for personal chef services) **Seoul, Korea**
2013 - 2015

Co-founder

- Crafted business plan to convey value proposition, competitive advantages, and go-to-market strategy
- Led target customer diligence, operational team formation, service manual creation, and chef management
- Executed experiments and launched a beta service, attracting over 120 customers in 2 weeks
- Established partnerships with startups and organizations for joint marketing campaigns and business collaboration such as event space rentals and International Chef Association in Seoul
- Oversaw business strategy and execution

KOREA TELECOM (Korea's largest wired and wireless service provider; listed on NYSE and LSE) **Seoul, Korea**

Strategic Planning Manager/Change Agent, Chairman & CEO's Office **2011 - 2013**

Planning and Execution Manager, Innovation Management Center **2010 - 2011**

IT Consultant, Corporate Sales Department **2009 - 2010**

Business strategy:

- Analyzed weekly sales figures and business performance to support decision-making of Chairman; created contingency plan reports which are used by Chairman to make final managerial decisions as part of special planning team
- Evaluated latest government policy on telecommunications from Korea Communications Commission and reported insights directly to Chairman, helping the company win the LTE frequency auction and set its mobile business direction
- Developed Chairman's management and business process regarding each division's roles and responsibilities, and presented to 15 main business units and senior leadership of the company; became the company's standard business process practice
- Selected for the strategic planning role out of 6,000 eligible employees, and specially appointed Change Agent by Chairman to accelerate the company's innovation efforts; worked directly with Chairman and top management

Customer insights and strategic business planning:

- Created new business models in online platforms and big data management, executed intensive market experiments, and successfully launched 3 business models with full support of top management
- Identified 781 customer needs and 13 customer insights by conducting data analysis, 14 workshops, 23 in-depth interviews, and 6 field observations over 3 months; recognized as the most successful analysis of the year by top management
- Designed customer-driven business planning methodology, and provided over 30 training sessions for 15 main business units and top management with an adoption rate of the methodology of over 83%
- Analyzed market trends and developed sales strategies for local business customers such as venture companies and schools; strategies executed in 72 sales branch offices of the company
- Developed new vision of the company and conducted year-long campaigns to accelerate the establishment of the vision such as Action Star Award and KT business idea competition

Cross-functional team work:

- Led an IT consulting project, cooperating with stakeholders to build mobile working environments for the Seoul Metropolitan Government
- Worked in partnership with diverse IT startups and subsidiaries to operate collaborative businesses such as a smart car rental system and a customer loyalty program for small- and medium-sized enterprises

SUN MICROSYSTEMS (Software company acquired by Oracle in 2010) **Seoul, Korea**
Assistant Consultant, Human Resources Consulting **Winter 2007**

- Assisted in consulting for IT companies to design employees' competency assessment and development

KUKA ROBOTICS **Augsburg, Germany**
Marketing Intern, Communications Department **Spring & Summer 2007**

- Supported global marketing activities of overseas branch offices and facilitated internal communication activities

YOUTH AND COMMUNITY TEACHING EXPERIENCE

DASOM DIVERSITY CENTER **Seoul, Korea**
Volunteer Teacher **Fall & Winter 2010**

- Taught Korean language courses to children from multi-cultural families

AIESEC NIGERIA **Abuja, Nigeria**
Project A.S.K (Answers, Solutions, and Knowledge) Leader **Summer 2008**

- Organized and facilitated Youth Empowerment Camp in rural areas with local NGO leaders and UNICEF consultants
- Conducted series of training workshops for awareness campaigns against HIV/AIDS in high schools and universities
- Led the project team to help local business owners and entrepreneurs set business plans and conduct marketing activities

JUNIOR ACHEIVEMENT **Seoul, Korea**
Volunteer Instructor **Spring & Fall 2008**

- Designed youth-oriented educational materials for interactive classroom sessions
- Exposed elementary school students to the country's micro and macro economics

SK TELECOM SUNNY **Seoul, Korea**
Volunteer Instructor **Winter 2007**

- Taught school curriculum to middle school students in underserved communities

MENTORING EXPERIENCE

3 DAY STARTUP **Austin, TX**
Mentor & Facilitator **2014 - Present**

- Mentor aspiring university student entrepreneurs to launch their startups through lean startup methodology
- Teach students hand-on entrepreneurial skills including product-market fit verification, customer validation, revenue model building, and pitch delivery to investors

TEDxYOUTH@AUSTIN FAST PITCH COMPETITION**Austin, TX****Human Library Mentor****Spring 2016**

- Collaborated with Entrepreneurs Foundation of Central Texas on Human Library one-on-one mentorship program delivered to 800 middle and high school students at TEDxYouth@Austin Fast Pitch Competition

IDEA FRONTIER (Innovative idea group sponsored by Korea Telecom
Economics & Management Research Institute)

Seoul, Korea**2010 - 2013****Initiator & Facilitator**

- Developed curriculum for innovative ideation methodology training
- Guided university students to practice product development and problem solving through innovative ideation methodology

AIESEC GERMANY**Berlin, Germany****International Facilitator****Spring & Fall 2007**

- Led national leadership conferences for university students as part of international facilitator team in AIESEC

RESEARCH EXPERIENCE**ENTREPRENEURSHIP EDUCATION EFFECTIVENESS RESEARCH****2016 - Present****Entrepreneurship Office, Texas State University**

- Evaluate effectiveness of entrepreneurship programs in top-tier universities

PROGRAM EFFECTIVENESS RESEARCH**Fall 2015****Marketplace, Amazon**

- Carried out research with Amazon economists about the relationship between Sellers' profits and product depth on the platform

ISRAELI INNOVATION RESEARCH PROJECT**Winter 2014****Global Modular Course, Wharton Business School**

- Assessed success of Israeli startup ecosystem and innovation initiatives of the nation in collaboration with Tel Aviv University faculty and graduate students
- Research project included field research to interact with local entrepreneurs, investors, and government officials in Tel Aviv, Israel

FASHION INDUSTRY MARKET RESEARCH**Fall 2014****Marketing Department, Wharton Business School**

- Coordinated customer focus group interviews and executed market research about customers' brand perception in fashion industry, using market research tools developed from faculty at Wharton Marketing Department

ECONOMIES IN SOUTH AMERICA RESEARCH PROJECT**Summer 2014****Global Immersion Program, Wharton Business School**

- Surveyed economic, cultural, and geo-political drivers behind the region integral to the global economy
- Research project included field research to interface with local business leaders, government officials, and Wharton alumni in Brazil, Argentina, and Peru

INNOVATION MANAGEMENT IN BUSINESS RESEARCH **Fall 2013**
Wharton Management Department, Wharton Business School

- Performed research about successful innovation management practices and cultural principles in multinational corporations

MARKET RESEARCH FOR LONG TERM GROWTH BUSINESS PLANNING **Fall 2010**
Innovation Center, Korea Telecom

- Analyzed core competencies, trends, and customer insights of telecommunications industry in partnership with Korea Telecom Economics & Management Research Institute

HONOR'S THESIS **Fall 2008**
Korean Language and Literature, Ewha Womans University

- Investigated with the guidance of Dr. Yi In-wha the relationship between literature and the life of the author, Kim Yeonsu who is a recipient of multiple prestigious literary awards

RESEARCH THESIS **Spring 2008**
Korean Language and Literature, Ewha Womans University

- Carried out research with Dr. Yi In-hwa that defined the universal themes and structures in storytelling worldwide; paper presented at the Digital Story Telling Society Conference

PROFESSIONAL SERVICES

GLOBAL EIR (ENTREPRENEUR IN RESIDENCE) COALITION PROGRAM **Austin, TX**
Regional Project Leader **2016 - Present**

- Lead efforts to bring entrepreneurship accelerator program for immigrant entrepreneurs in the State of Texas in collaboration with local partners and universities

FIELD APPLICATION PROJECT FOR REBECA IMPERIANO LLC **Philadelphia, PA**
Consultant **2014**

- Assessed the fashion startup's product brand position and advised its branding, merchandising, and pricing strategies

WHASA KENYA TREK SCHOLARSHIP PROGRAM **Nairobi, Kenya**
Project Leader **2014**

- Established a sponsorship program between Wharton African Student Associations Kenya Trek and ROCK Kenya, an organization to support education of children from the Nairobi's largest slums, Mathare

GIRLS WHO CODE IN PHILADELPHIA **Philadelphia, PA**
Organizer **2014**

- Organized Girls Who Code event in Philadelphia, a training session for women to close gender gap in technology

SHOW YOUR LEGS **Seoul, Korea**
Advisor **2010 - 2012**

- Advised the fashion startup of online channel strategies and search engine marketing activities

AWARDS AND HONORS

JOSEPH WHARTON FELLOWSHIP , Wharton Business School	2013 – 2014
CEO AWARD FOR THE BEST EMPLOYEES OF THE YEAR , Korea Telecom	2010
AMBASSADOR OF PEER (Powerful Ewha Employment Relationships), Ewha Womans University	2010
DEAN'S LIST , Ewha Womans University	2008

PUBLICATIONS

Surin Kim (2010), Telecommunications in Nigeria, *Korea Telecom Olleh Magazine*
Surin Kim (2007), Cultural diversity in professional setting, *KUKA Robotics monthly Newsletter*
Surin Kim (2006), Humanities at risk, an article, *Ewha Weekly Newspaper*

LANGUAGE SKILLS

Native fluency in Korean
Elementary in Spanish and German
Limited working proficiency in SQL programming language