



Doo Young KIM

Senior Advisor

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Mr. Doo Young Kim has extensive global marketing experience from his 32 years at Korea Trade-Investment Promotion Agency (KOTRA). He observed the overseas expansion and failure-to-success stories of numerous companies during his 14 years of advising various enterprises in the US, Europe and Brazil. During his time spearheading KOTRA's key businesses as VP of Strategic Marketing at its headquarters, Mr. Kim led and oversaw various projects, exhibitions and conferences in key markets such as China, Southeast Asia and Japan.

Further, Mr. Kim has persistently accumulated holistic, theoretical and practical global marketing knowhow by acquiring a MBA and PhD, participating in international organization projects, and developing export efforts of corporations in developing countries. He has in the process also developed wide connections with various corporations and authorities in and out of Korea.

Mr. Kim is experienced in supporting corporations in their overseas expansion efforts in selecting target markets and local partners and establishing effective entry and marketing strategies.

Education

2014	Dongguk University (Ph.D. in Economics)
1996	Thunderbird School of Global Management, Arizona State University (MBA)
1987	Pusan National University (B.A. in Economics)

Experience

2019-Present	JIPYONG LLC
2020-Present	Arbitrator, Korean Commercial Arbitration Board
2022-2024	Legal Consultant, Kenya EIPP
2019-2021	Visiting Research Fellow, Seoul National University Asia Center
2019-2021	Consultant, KOSDAQ Listed Companies Association
2016-2019	Vice President, KOTRA (for Strategic Marketing, for Innovative Growth)
2015-2016	President, European Regional HQ and Director General, Korea Trade Center in Frankfurt, KOTRA
2012-2014	Director General, Human Resources Division, KOT
2010-2011	Director General, Regional HQ in Sao Paulo, Brazil, KOTRA
2009	Director General, Planning, Budgeting and Coordination Division, KOTRA
2008	Head, Overseas Consulting Team, Korea Trade-Investment Promotion Agency
2004-2007	Director General, Korea Trade Center in Dallas, KOTRA
1999-2002	Director, Korea Trade Center in Chicago, KOTRA
1991-1994	Director, Korea Trade Center in Los Angeles, KOTRA

Speaking Engagements and Publications

2013	All That Brazil
1998	How to do marketing in America
1997	Assistance to SMEs for Enhancing Their Capacity for Export Marketing (UN, ESCAP)

Languages

Korean / English