



## Jaeyoung Kim

Advisor

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**Mr. Jaeyoung Kim is the deputy director of the 'Global Business Strategy Center' of Shin & Kim's overseas group.**

He is in charge of outbound and inbound-related consulting for domestic and foreign companies and is in charge of researching national-level projects by various government and industry-academia institutions.

Mr. Kim undertook various operational tasks related to the introduction of capital market regulations, fund allocation, and planning within the Capital Markets Division at Woori Bank from 2006 to 2011.

Afterward, Mr. Kim obtained an MBA from the Guanghua School of Management, Peking University in China. Following graduation, he carried out tasks such as industry penetration strategy, market research, and competitor analysis at Nemo Partners China Consulting Group. As a Founding Partner of 9K Research, he conducted cross-border consulting and research tasks for major domestic clients such as Hyundai Motor Company (Strategic Technology Division, Fuel Cell Business Unit, Commercial Business Division), Samsung Electronics, SK Chemicals, LG Chem, and Amorepacific from 2016 to 2022.

Furthermore, from 2022 to 2024, he managed business planning and financing at Wonjin Logistics, the longest-standing logistics company in South Korea. During this period, he successfully completed tasks such as securing bridge loans for the Pyeongtaek Poseung site and the sale of the Yongin Wonsam Logistics Center site (SL&B).

Through experience in finance, strategic consulting/market research, global market entry strategy, and international collaboration consulting, he has consistently offered diverse solutions tailored to various scenarios. He has also executed networking activities with numerous promising overseas startups, facilitating activities such as non-deal roadshows (NDR) and deal sourcing.

## Professional Career

2024-Present	Shin & Kim LLC
2022-2024	Director, Wonjin Logistics
2016-2022	Founding Partner, Head of Korean Office, 9K Research
2014-2015	Project Manager, Nemo Partners CCG
2006-2011	Manager, Woori Bank

## Education

2012-2014	Peking University Guanghua School of Management, International Master of Business Administration (IMBA)
1997-2005	Korea University Department of Economics (B.A. in Economics)

## Languages

Korean, English, Japanese, Chinese