



## 崔圣国

Partner

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Sung-kuk Choi is currently a partner of Shin&Kim, conducting various consulting services for major domestic financial institutions and large corporations.

Mr. Choi has experience in consulting on projects in various fields at the one of Top global consulting firms. His main areas of work include AI, cloud, data, and blockchain consulting and advisory services in the digital field, local registration and permits related to global business, business and IT consulting and advisory services, as well as compliance consulting on anti-corruption, AML/CFT.

Furthermore, based on his experience working as a diplomat at the Kenyan/Netherland Embassies since 2017, Mr. Choi has directly handled various overseas projects such as the 2020 commercial bank upgrade project of D Financial Group in Cambodia, the 2021 overseas IT reinforcement project in Vietnam and Indonesia for N Investment Securities, and the 2022 post-merger integration project of K Bank, the largest overseas investment case in Korea.

## 工作经历

2024-Present	Shin & Kim LLC
2019-2024	Director, Finance Division, PricewaterhouseCoopers Consulting
2017-2019	Consul, Embassy of the Republic of Korea in Kenya/Netherlands, Ministry of Foreign Affairs
2014-2016	Seoul Law Firm
2005-2011	Samil PricewaterhouseCoopers

## 主要业绩

## Global Business

- Advised N Bank on establishment of the Singapore Capital Market Desk
- Advised W Bank on establishment of the Vietnam Card Growth Strategy
- Advised N Securities on establishment of the Vietnam UX/UI and MTS
- Advised N Securities on ISP Capacity building for Indonesia IT
- Advised K Bank Cambodia on Integrated PMI
- Advised D Bank Cambodia on establishment of Next Generation Core Banking PMO
- Advised D Bank Cambodia on establishment of Next Generation Core Banking PI/ISP

## Digital Innovation

- Advised M Company on establishment of Next Generation Cloud-based PI/ISP
- Advised K Bank on establishment of Next Generation Cloud Based PMO
- Advised H Securities on establishment of STO Blockchain Platform POC
- Advised G Fintech Company on Investment Attraction
- Advised L C&T's Value-up Project
- Advised T Bank to obtain approval for internet-only banking business
- Advised N Insurance on SAP IFRS17-based ERP design
- Advised A Airlines on SAP R/3-based ERP design
- Advised D Heavy Industries on BI-based Business Management BPR

## Governance

- Advised N Bank on AI Governance
- Advised K Bank on AI Governance
- Advised S Company on AI Governance
- Advised S Bank on the analysis and sophistication of the anti-money laundering system
- Advised S Bank on the enhancement of the overseas store transaction monitoring system
- Advised W Bank on the enhancement of AML/Sanctions of overseas branches
- Advised M Bank on the analysis and sophistication of suspicious transaction monitoring and filtering services
- Advised N Bank on the establishment of AML/Sanctions Policy & Procedure

## 教育背景

2025-Present	Sungkyunkwan University, Department of FinTech (Ph.D. coursework)
2014-2015	Syracuse University College of Law (LL.M.)
1999-2006	Sungkyunkwan University College of Business and Administration (B.B.A)

## 资格

2014	Admitted to bar, Korea
2014	Admitted to patent bar, Korea

## 语言

Korean, English