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■ Educational background

- 1986. 02. Korea University, B.A. in Business Administration
- 1988. 02. KAIST (Korea Advanced Institute of Science and Technology), Master in Management Science (Marketing)
- 1995. 02. KAIST (Korea Advanced Institute of Science and Technology), Ph. D. in Management Science (Marketing)

■ Major careers

- 1991. 11. ~ 2012. 08. Cheil Worldwide, Resear Director of Brand Strategy Institute, Vice President of Integrated Strategic Service Division, Vice President of Account Service Division
- 2012. 08. ~ 2015. 02. Charmzone, Senior Managing Director
- 2015. 03. ~ 2019. 04. Hallym University, Professor of Industry Academic Cooperation Foundation
- 2017. 07. ~ 2019. 04. Hallym University, Director of Hallym Start-up Support Center
- 2019. 05. ~ Present Hallym University, Faculty of Global Integrated Studies, School of Global Studies, Major Supervisor in Cultural Industry