CHIHYUN KIM (CHRIS KIM)

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EDUCATION

Yonsei University — Seoul, Republic of Korea 2014–2022
B.A. in Economics | GPA: 3.52 / 4.30

Seoul National University AI Institute 2020
Big Data & FinTech Expert Program — six months of machine learning, data analysis, and data-driven project development

Sichuan Normal University — Chengdu, China 2019
Chinese Language Program | Yonsei University Confucius Institute Scholarship

PROFESSIONAL & RESEARCH EXPERIENCE

Hyundai Motor Company Feb. 2023–Present
Digital Service Strategy Manager
- Develop membership and digital service strategies for Hyundai's customer membership program.
- Collaborated with Korea University on customer analytics to identify high-value member segments and inform CRM strategy.
- Designed and launched a family membership and point-sharing program, reaching 80,000+ family groups in four months and broadening the customer base beyond predominantly male vehicle owners.
- Expanded the BlueMembers network by 30+ partners and led cross-industry promotions.

Korea Institute for Data and Information Society (KIDIS) Nov. 2022–Present
Non-Executive Director & Founding Member
- Co-founded a nonprofit research institute authorized by Korea's Ministry of Science and ICT, focusing on AI, data, geopolitics, industry, and society.
- Lead the Smart Future Society (SFS) conference to translate interdisciplinary research into public dialogue, convening policymakers, industry leaders, researchers, and global partners including the Stimson Center.
- Lead AI education and digital literacy partnerships and consortium initiatives with major corporations and financial institutions (LS Group, Kiwoom, and Hana Bank) for students, job seekers, and underserved communities.
- Launched Newsdot, a digital media channel making research and expert perspectives accessible to wider audiences.

Honey Communication Co., Ltd. Sep. 2021–Dec. 2022
Head of Strategy
- Led strategy and production planning for six digital entertainment projects, securing government-supported funding.
- Co-created coworking brand Space-ade, secured investment, and launched two locations.

MUSAT Co., Ltd. Aug. 2020–Aug. 2021
Head of Media
- Led expansion from military consulting into media, growing a military-focused YouTube channel to 10M+ cumulative views.
- Developed a media-commerce model connecting digital content with apparel and merchandise, including a collaboration with KOLON FnC.

PUBLICATIONS

GEO-POWER Feb. 2026
Co-author
- Co-authored a book on AI, technological competition, industry, and energy security with experts across academia, medicine, law, and industry; authored the automotive geopolitics section. Ranked No. 4 in Kyobo Book Centre's Politics & Society category.

EARLIER EXPERIENCE

Fortune Investment Bank — Research Assistant Intern Oct.–Dec. 2019
- Researched Korean education, companies, and business opportunities in China.

JYP Pictures — Content Production Intern Jan.–Feb. 2019

TV Chosun — Event & Digital Content Intern Mar.–Jun. 2018

Discovery / Eurosport UK — Digital Content Intern, 2018 Winter Olympics Jan.–Mar. 2018
- Produced and supported social media content introducing Korean culture to European audiences.

Republic of Korea Air Force Feb. 2015–Feb. 2017
Military Interpreter
- Provided interpretation between U.S. Forces Korea and ROK Air Force personnel in a joint ammunition management unit.

LANGUAGES

Korean: Native | English: TOEFL 5.5 / 6.0 · TOEIC 990 / 990 | Chinese: Basic · HSK Level 4