



Shane Park

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Business Experiences

SK Stoa

Head of Ad Biz HQ

Dec. 2017 – Dec. 2019

Initiated and executed the establishment of a new Data x Ad business organization as a SK Telecom family company. Lead the digital transformation of conventional advertising service into data-driven ad revenue model and expansion of ad platform business. As a member of steering committee for new business development of SK Telecom and subsidiaries, extensive involvement on multiple M&A projects.

- Driving the evolution of existing programmatic ad service to multi-channel media optimization business. Roadmap includes advancement of data utilization, platform development and media network extension.
- Plan to introduce the Korea's first Addressable TV ad and integrated targeting for N-Screen impression. Partnership with major broadcasters and CPs, Ad Platform and service models are being developed.
- Participate and drive the local data platforms interlocking project to realize the data asset monetization via internal customer retention, marketing automation and DaaS for external partners.

SK Planet

Head of Marketing Technology Div.

Oct. 2015 – Nov. 2017

Established and led MT Div., the new wing to deploy the data driven marketing services of the company. Encompassed responsibilities for accelerating the agency business transformation with the collaboration of Commerce / O2O BU and reinforcing the revenue growth from digital campaign services.

- As a new service for clients, MTC (Micro Targeting Comm.), a unique one-to-one mobile messaging service with dynamic segmentation and customized contents was designed and implemented.
- Business model transformation from mobile ad-network to Programmatic Ad service. Via strategic alliances with global Ad-Tech players including The Trade Desk, App Nexus, Data Xu, a full scaled DSP service was launched. The most competitive local DMP was designed and activated to procure the leadership of ad platform business.
- Manage and control agency's digital campaign functions via paid, owned and earned channels. Major client list include SKT, Yuhan Kimberly, 11 Street, SONY with total billing of \$70 M.

Cheil Worldwide Inc.

VP / Head of Digital Div.

Apr. 2009 – Dec. 2014

As the leader of digital function of the #1 advertising agency in Korea, overarched client services for digital campaign and digital business development mission of the company. Hands-on contacts with key persons of strategic clients / partners to sustain and develop digital marketing programs and managed 100+ digital professionals of HQ and global network offices. Responsibility included strategic planning of corporate digital business and realization of new revenue streams from the Ad tech domain.

- Managed the Digital Campaign functions for planning, creative, media operation of major clients' integrated campaigns via online, mobile and social media channels. Major client list included Samsung (Mobile, Camera, HA, Semicon), Amore, KTO, Samsung Life Insurance and etc.
- Developed and launched the Korea's first DSP service – **Media Cube**. Under the strategic alliance with **MediaMath**, a global leading media technology company, programmatic buying and optimization solution was localized and being expanded into China and SEA.
- Global operation of **Samsung.com** in more than 30 countries with over 60 overseas staffs. Responsibilities included web site strategy, contents creation, localized operation, analytics and on-line marketing.
- Explored opportunities from contents business area. As pilot projects, under the alliance with premium contents holders, drama PPL, music concerts, overseas license distribution were activated.
- Spearhead multiple M&A missions to invest on Ad tech companies and startups to advance into digital media service industry.
- Planned and implemented customized digital training programs for internal employees. Also served as a selective speaker as a digital marketing evangelist for industry and academic fields.

eMFORCE Inc.

Chief Executive Officer

Aug. 2000 – Nov. 2008

Founded and managed **eMFORCE Inc.**, a startup for online marketing agency with major investors including Samsung Networks, Cheil Worldwide and SDS. Developed and implemented a unique email marketing service model for online communication and customer retention program.

- Designed and directed the pre-emptive launch initiative of Search Engine Marketing Service, resulted in the company positioned as one of top five SEM agency and nominated as “The Best Partner Agency” by Google and Overture.
- Planned and executed the Management Buy Out, followed by the Majority Acquisition by **OPT Inc.** As the local representative, participated in PMI and supported multiple M&A projects for the Japanese partner.
- Elected and served as Vice Chairman (2006 – 2007) and Chairman (2008) of **Internet Marketing Council of Korea**, a non-profit interest group with more than seventy member companies.

FCB Hahnin.

Group Account Director

Jul. 1999 – Jul. 2000

Led and managed an Account Service Group for FCB's global clients – S.C. Johnson, Compaq, KLM and Hong Kong Tourist Association. Reported to the expatriate Country Manager and managed local staffs for day to day account service activities and new client development projects.

Cheil Bozell

Account Director

Dec. 1989 – Jun. 1999

Account service head for major local and global clients.

- Account service experiences with long-term client retention include; SK Telecom, Hanbul Cosmetics, Chrysler Korea, Bausch & Lomb and others
- Awarded Grand Prizes from <*Korea Advertising Awards*> and <*Consumers' choice of the Best Ads*> for the eminent campaign performances.

Cheil Communications Inc.

Account Executive

Aug. 1988 – Nov. 1989

Account service and campaign planning for Gatorade and Dasida brand of CJ

Educational Background

MBA

Sep.1986 - May 1988

University of Illinois at Urbana-Champaign
Majored in Marketing

BA

Mar. 1982 - Feb. 1986

Yonsei University, Seoul
Majored in Business Administration