

ECCK-SKBC Live Webinar

How to Drive MNC's Digital Transformation in Korea : Agendas for CEOs

Thursday, July 23, 2020, 16:00

Event Outline

Digital Transformation, coupled with the COVID-19 situation, has been a top agenda of global CEOs. The Korean market is typically tough in driving digital transformation strategies for multinational companies, since the competing Korean firms are advanced in the digital initiatives while the support from the global HQ on digital agendas are late in time, or not advanced enough for the Korea specific market situations.

It is also tough to drive digital transformation initiatives as a Korean market initiative, since CEOs should manage both the potential conflict with the global HQ and the inertia to change in the Korean organization.

This seminar addresses how global CEOs can effectively drive the digital transformation in the unique Korea situation, amid the post Corona era.

Event Details

Title: ECCK-SKBC Live Webinar - How to Drive MNC's Digital Transformation in Korea: Agendas for CEOs

Date: Thursday, July 23, 2020

Time: 16:00 – 17:30

Admission fee: Free of charge

Online Link: Link will be shared after registration

Speaker Profile



Eric Kim

CEO

Datacrunch Global

Eric Kim is an experienced Data Scientist and Management Scientist trained in the industry, government, and academia. He is the founder and CEO of Datacrunch Global, which is a leading data science based strategic management consulting service. He also serves the Business School of Hanyang University in Seoul, as an adjunct professor in strategic management. Before founding Datacrunch Global, he founded a micro brewery business, for the passion on beer, and operated domestically for about an year which he had a good time. He worked at the Korean government as an economist focusing on tax policies, and at Andersen Business Consulting and BearingPoint as a consultant earlier in his career. He is a PhD ABD from KAIST, and MA and BS in Economics from University of Missouri. He is multicultural, understanding the cultures of Korea, Japan, US, and Europe.

E-mail: eric.kim@datacrunchglobal.com

Event Notes

- Kindly inform us of your attendance and cancellation by **July 21** through **RSVP Link**.
- If you have any inquiry for the event, please contact Ms Hyewon Shim. (02-6261-2711, hyewon.shim@ecck.eu)