

## JOHN KIM

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[www.ConsultantsMind.com](http://www.ConsultantsMind.com)

Applying lessons from 20+ years' work experience in management consulting, strategic planning, and B2B marketing to empower go-to-market excellence. Management consultant who helps executives make difficult decisions and implement sustainable change. Experience at Deloitte Consulting and Fortune 500 scoping projects, leading teams, and delivering \$ millions of contribution margin and cost reduction. Now at Emory University coaching 400+ students annually on the strategy, consulting, healthcare, and presentation skills.

Strong believer in the consulting process as the most effective way to tackle complex and ambiguous problems - turning data into insights, drawing out consensus, and driving change through pragmatic plans. Fighting complexity with simplicity. Extensive experience with B2B equipment manufacturers – Applied Materials, AGCO, Philips – in the areas of strategic planning, channel marketing, pricing optimization, and cost-reduction.

## EXPERIENCE

### Goizueta Business School, Emory University

Atlanta, Georgia

2017 – Present

#### **Full-time Faculty, Practice of Organization and Management**

- Teach 400+ students annually as a part of the BBA and MBA curriculum; 6 sections of strategy, 1 section of healthcare strategy, 1 section of management consulting
- Lead workshops for Executive Education: divergent thinking, presentation skills, leadership and organizational change, applying consulting tools to influence change
- Distinguished Educator of 2018, voted by undergraduate students
- Poets and Quants, top 50 undergraduate professors, 2018

### Philips Healthcare, North America

Atlanta, Georgia

2014 – 2016

#### **Principal, Healthcare Consulting**

2011 – 2014

#### **Senior Manager, Healthcare Consulting**

- Led practice development for consulting group which grew from 5 people to more than 70 within 3 years; operational process, recruitment, project pricing, staffing, and mentoring
- Developed regional tele-Health strategy for large mid-west hospital system through planning workshops with VP of strategy, chief marketing and chief nursing officer
- Supported managed equipment proposal leading to 15 year partnership with regional hospital, totaling \$230+ million for operating leases of equipment and consulting services
- Led network optimization project for health system growing from 3 hospitals to 9; supply chain, ancillary services, finance, human resources, and support services

### AGCO Corporation, North America

Atlanta, Georgia

2009 – 2011

#### **B2B Marketing Consultant, reporting directly to VP of Marketing**

- Led re-design of organization across all marketing functions (brand strategy, business intelligence, product marketing, trade promotion, marketing communications, pricing)
- Structured and ran special pricing request (SPR) process which enabled the field sales team to evaluate 600+ deals to win \$60MM in incremental sales and \$4MM in operating margin
- Ran competitive price comparison for two product groups to identify areas of potential pricing action; led to mid-year price increase for \$700K in incremental gross margin

**Deloitte Consulting**

Atlanta, Georgia

2007 – 2009

**Manager, Strategy & Operations**

2005 – 2007

**Senior Consultant, Strategy and Operations**

- Developed financial model for Fortune 50 medical products company to benchmark competitors' SG&A and determine where the client's cost structure was out-of-line. Resulted in overhead reduction at the lower-margin BU, and consolidation of branches
- Designed pricing organization for Fortune 250 chemical distributor to account for Vendavo technology, new processes, and existing culture. Created centralized pricing function
- Conducted technology assessment to select ERP system for procurement functionality. Streamlined work flow and reduced cycle-time (Request-to-PO) by 50% to 3 days
- Led more than 12 strategic sourcing engagements for cost savings of \$10MM+ across numerous spend categories: temp services, legal services, transportation, chemicals, etc.
- Conducted more than 20+ training modules for Deloitte consultants

**Applied Materials Korea (AMK)**

Chunan, South Korea

*World's largest manufacturer of semiconductor equipment, Fortune 500*

2000 – 2003

**Strategic Planning Manager**

1997 – 2000

**Marketing Analyst**

- Designed and implemented management-by-objectives (MBO) program for distribution of \$6 million year-end bonus. Performance metrics and goals were set annually by each department to drive revenues, profits, and asset efficiency
- Led executive communications for internal and external audiences including monthly reports to the global CEO, presentations for quarterly employee communication, annual presentation to Applied Materials Board of Directors and industry analysts
- Scheduled and consolidated performance metrics (e.g., revenues, operating margins, utilization, customer service) for quarterly operational reviews, annual operating plan, and 3-year strategic planning process. Ran balanced scorecard process for management
- Coordinated six-person competitive intelligence team. Contributed technical feedback to marketing for future product design consideration and led local CI center of excellence

**Smith Barney / Citigroup**

Los Angeles, CA

1993 – 1996

**Financial Consultant**

- Identified, solicited and advised high net-worth individual. Invested and managed more than \$4 million in client assets with specialization in preferred stocks
- Screened industry / sector / company data for investment opportunities

**EDUCATION****Emory University**

Atlanta, GA

2003 – 2005

**MBA, Concentration in Strategy and Management Consulting****University of Southern California**

Los Angeles, CA

1989 – 1993

**BA, Major in Economics and International Relations**