

Sooyeon Lim

424, Gonghang-daero 593, Gangseo-gu, Seoul, Republic of Korea
+82(10) 5325-9637 tndusekd@naver.com lsyeon706@gmail.com

EDUCATION

Yonsei University, School of Business
Bachelor of Business Administration

Feb. 2013 – Aug. 2019

WORK EXPERIENCE

Corporate Value Associates – Jongno, Seoul
Business Analyst

March. 2020

- Due diligence to enter EV Infrastructure market for Top-tier Construction company
 - Market Analysis by interviewing relating company's employees and government officers, researching articles and made an analysis through quantitative data

Nomura Research Institute – Jongno, Seoul
Associate Consultant

Aug. 2019 – Feb.2020

- Asset Improvement Suggestion for Private Equity
 - Analyzed 67 holding assets and suggested value-up alternatives through legal review, location analysis, sales performance evaluation
- Strategy to establish data system for a Top-tier Retail company
 - Analyzed key success factors of IT adoption of global distribution companies and suggested the best approach for forming data Ecosystem
- Domestic Medical Distribution Market Research for Japanese player (proposal)
 - Analyzed structure of domestic distribution market by researching front and rear market trends, related policy, and strategic movement of players
- Go-To-Market Strategy for Top-tier Automobile company (proposal)
 - Analyzed transportation environment of emerging markets to find method to cooperate with local ride hailing services and automobile company
- Market research for Top-tier Petrochemistry company (proposal)
 - Feasibility analysis of new material production through front and back market research and risk measurement

Hoffman Agency – Yongsan, Seoul
Part-time

Nov. 2018 – Mar.2019

- Daily monitored trends in IT industry for global CPU firm
- Collected and classified responses from CPU communities

Healthcare Blockchain Project Humanscape – Gangnam, Seoul
Human&Culture Intern (Program with Yonsei Business School & Hanhwa)

Jan. – Feb. 2019

- Provided feedback on the whitepaper of Humanscape
- Supported making Humanscape's culture strategy by writing an observation report

Beauty Blockchain Project Cosmochain – Gangnam, Seoul
External Relations Intern

Sep. – Oct. 2018

- Made Cosmochain's IR materials to receive investment from Crypto funds and cosmetic companies
- Managed the whole process of Cosmochain Youtube Live (writing scripts, broadcasting, managing accounts)

LEADERSHIP & ACTIVITIES

Member, YBL(Blockchain Lab), Yonsei University
Member, Peace Tour

Mar.-Aug. 2019

Aug. 2018

- Discussed political issues in East Asia and performed volunteer work near DMZ with Yonsei and Waseda University student

Mentor, Education Volunteering Program hosted by Ministry of Strategy and Finance

Sep. – Dec. 2014

SKILLS & INTERESTS

- **Languages:** Korean(Native), English(Fluent), Japanese(Elementary)
- **Technical:** User of Microsoft Office Excel, Word, Presentation, Access; Basic in Java, Python
- **Interests:** Stock market, P2P finance