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I TRACE OF MY LIFE

I stated my career as an accountant at a German pharmaceutical company, Boeringer Ingelheim in the early stage of IMF financial crisis of South Korea on 1997.

The 3 years were the period I've recognized variances and spaces between study and a field as well as importance of a field study.

I was responsible for general accounting, tax report and regular report to the German shareholder. I've got to learn, practically, interactions between stakeholders and a company more in detail than things I've learned in textbooks.

What was especially impressive to me at the moment was detailed tasks manual as well as real-time communication and risk hedging system which was pretty strange in Korea at that time.

I started my own business when I was 30 years old so called "YI-RIP" which means "SETTING FORTH ONE'S AMBITION", in Korean.

I wanted to do which isn't tried by others by avoiding wide trend of setting up an IT venture businesses in late 90's. I started to export organic kimchi (Korean fermented salad with spicy sauce) and specialties of Namhae island

to Japan. On the other hand, I started marketing agency for Korea Telecom and O-Land which is amusement park operated by municipality of Daejeon metropolitan city.

I got a great success from the business. I launched my Kimchi to a Japanese nationwide franchise restaurant Yoshinoya and a franchise convenience store Seven Eleven, 6 months later. I got around 5.5 million euros of annual turnover from the marketing agency business in 2 years since its establishment.

I was not aware of the trap beside the success. I lost self-control in the aspect of risk hedging owing to an accelerated success. As a result, I drove my company to ruin with excessive investment and capital impairment, which left a significant damage to me.

It was by no means only a loss, but an important lesson for me. It's rather be a great asset which reminded me of importance of risk management, once again.

I could not spend my life for nothing in the mood of failure, but I could not afford to start up a new business.

I was considering seriously and carefully what I want to do and which makes me happy, then decided to join a sports venture company, Sportizen, finally. Most of all, it was the most

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delightful moment in my life because I had projects to challenge and opportunities to succeed even though nothing was easy to obtain.

A year has passed since I'd joined Sportizen and I moved again to an affiliate of the company named Haneza. The company is owned by one of the most successful Korean fashion designers, Ms. Haneza. It was a well-known apparel manufacturer which represent its products only to high-end department stores, but lack of management and administration system. Reinforcement of the system and spreading risks were the most urgent tasks at the situation.

Least recruitment and reorganization was done as well as setting up outside professional advisory board such as lawyers and public accountants under my direction. On the other hand, management by Key Performance Indexes and objectives has been adopted. I supported large numbers of colleagues who were struggling with the new organization and system and made the best effort to not lose any of them.

I also made a great effort to improve sales channels by managing each members of sales department.

On the other side, it was totally nonsense to

operate our logistic facility in the center of Gangnam which was extremely expensive to own. I convinced the owner to move it to a suburban area and build up a new construction to let it be used by Sportizen to save its rental cost. It was performed successfully in 1.5 years.

I assisted the owner to evaluate the employees objectively to avoid a prejudice or uncertain result because she's more keen to manage creative stuff than administrative stuff.

We were also saved by a regular tax control by the authority (which is usually critical for a medium size enterprises) which happened after 3 months of my appointment thanks to the prior preparation without any damage.

More proud things of the period are intangible achievements such as reassignment and respectful treatment of old employees, bridging the gap between the business units, concentrating interests of employees by declaring an obvious future vision and strategy.

It was totally a valuable time for me to have extended my knowledge of organization which is developed more by those kind of intangible efforts.

When I was being applauded by the colleagues thanks to the successful

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restructuring of Haneza, its mother company Sportizen moved to the new building and all the members were busy to search a new growth engine. It was a key point to find out properties over agency business.

I played a role as key member to research, prove and deliver the 2nd. generation vision of Sportizen consisted of 3 main category of strategy – propertizing, item expansion and globalization.

I was coordinating each business unit newly set up followed by the new strategy to put the new business into orbit at the earliest stage as well as reinforcement of foreign network and searching new business opportunities in foreign countries.

I was mostly concerned about the progression of football business because global football industry was being increased everyday as today. It was a great wall for us to climb owing to closed relationship between x-players in Korea, on the other hand, international market was occupied by major clubs and agents at the moment.

The situation was enough to stimulate my instinct of challenge and maximized the desire to fight on the battle line than to observe at the rear. I never hesitated nor spent long time to make a decision and it was concluded that

I try with another measures than before. As a result, I was appointed as the leader of football division.

My mission was to take off football business in accordance with the new strategy and the Belgian professional football club AFC Tubize was adopted to be optimized measure to accelerate achieving the goal.

Before we concluded to take over AFC Tubize, I accomplished all the preparations and procedures such as searching proper club whole over Europe mainly covering Belgium, Portugal, Czech and Hungary, on-site interview, market research, due diligence, arrangement with football associations and so on.

When I concluded AFC Tubize as the optimized football club for our company, I've decided to take a new challenge, once again, as always I did. Either strong desire to witness a successful growth of the club and the responsibility were leading me to the direction.

August 7, 2017 was the day I was flying heading for Belgium left Seoul.

Breathless processes of taking over, dinner at Belgian embassy to Korea after signing ceremony, late coming back home at 2 o'clock (I had to leave home at 6 o'clock to be on time for the flight), blaming eyes of my wife, I even

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shook my kids to wake them up to carve them in my eyes but I was not tired at all.

The first attempt of European professional football club by Korean enterprise, I think it might have been magnified when it was published by press. There must be always busy footwork under water when we see an elegant movement of a swan. **I'm deeply proud of myself to look back the footprint of mine for recent 3 years cause I've done it by myself.**

It was the period of work transit through which I've realized the meaning of 'heading into the ground'. Scout and entrance of Korean players, scout of legendary x-player, Eun-jung KIM as the assistant coach, obtaining work permit for Korean players, coach and staff including myself which were extremely rough, taking care of the young Koreans for better adaptation, battle field at each transfer windows, regrets for players who had to leave the club, stress of maintaining ranking which absolutely pressed me through the seasons, reformation of Belgian 2nd. division and followed negotiations with the league committee to survive, firing coaches and scout new ones, desperate struggles for renewal of league participation license, conflicts between coaching staff and players and

interventions to solve the situations, restless effort to save the pitch, maintenance of stadium and lights, grass root academy, fan meetings, press management, conferences, sponsorship, account closing, funding, report and so on, there was nothing to ease me to take a rest, but I was always pleased and happy. And, today, the club has arrived to a stable stage which means **it's the right moment for me to take another step forward to a new journey.**