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I **EXCITING LIFE AS A MARKETER.**

It is various kind of industries such as **sports, fashion, food** and **pharmaceutical** industry which makes me widely adaptable to any kind of task almost without limit. During the period, I've achieved most part of my career as a marketer in live marketing fields. It is also my fortune that I have chances to have worked for leading international companies -**Korean, German** and **Belgian**- in the market. Thanks to the fact, I could have accomplished wide spectrum of projects targeted to inter-continental market between **European and Asia**. I'm well acknowledged as a **sports business intermediary** since I've been independent in 2017. I have adequate knowledge of standard European **GAAP, tax regulations** and **labor regulations** as well as marketing knowledge and experiences as my major. I have wide experiences and understanding of **multi-cultural organization** and **European labor sentiment** as well, which is quite different from that of Oriental organizations.

I'm an ideal **team worker** who's more productive when I'm collaborating with colleagues, but, recently, I've found that I'm also a great **soloist** especially when I need to

be more creative at a task. I'm absolutely good at **listening** to others as well as analyzing it. It helps me, most of times, to make optimized **strategic decision** and to coordinate things in accordance with business philosophy and periodic strategy of an organization I'm devoting to. I'm also equipped with language (**French and English**) and communication skills which enables those kind of communication and coordination.

I'm always used to link myself with outside **network** in order to search **business opportunities** with the most care.

I **HEALTHY ORGANIZATION AND BALANCED LEADER**

The highest priority for me as a leader is always business **administration**, but I never neglect efforts for **improvements**. I also well understand that self-development and growth together with colleagues are the maximized assets which bring about future economic benefits.

Positive mind and confidence of each member, harmonic coexistence of work and life is effective lubricant for a progressive organization. I have experienced practically

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that an organizational culture in which members share opinions without any hesitation enables sustainable growth of the organization.

Organizational ills (negative energy) should be eliminated immediately without hesitation. A leader should be able to eliminate the septic part using his own knife. It's also the leader's task to take care of whole body medically and feed nourishment after an operation.

Evaluation of an employee should be visible and possible to be proved, but the objectives should not be limited for a reward. Of course, it's extremely hard to make a **feedback after an evaluation**, but we have to spend more effort to share ideal objectives of the evaluation and try to extract detailed improvement.

I'm the person who values more on this kind of stuff which might be avoided by usual leaders.

I SOURCE OF HAPPY LIFE, FAMILY

It's my great fortune that I married a lady who has been transformed to the bravest woman in the world after the marriage.

In every important moment in my life, no

matter how it is crucial, my wife always encourage me and never regrets. She's even more daring, dignified and enterprising than me. It's true that I could not have lived this dynamic life without my wife. I guess it might have been a considerable reaction of her to unburden me.

I have three children who inherited nice shape and bravery of my wife as well as positive way of thinking of me.

I thank the four most important people for adapting new environment well in Europe, most of all.

All the three kids who entered to local (French speaking region in Belgium) schools without other options (because I didn't have plan to comeback to Korea), today, receives better results in French than their classmates. My wife also speaks French quite well enough to do shopping and beloved by neighborhood. The kids are growing very well spending more time in sports activities under the environment of less stress of study.

It's also the reason why I took the decision to stay here hoping that I could provide healthy circumstances to the kids so that I can always look at my wife's face with most beautiful smile.

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I BELGIAN ECONOMIC MISSION TO REPUBLIC OF KOREA 2017

I have participated to the economic mission either representing AFC Tubize and to assist BelExport by being selected by Ministry of Culture and Sports of SPW and AWEX.

It was, first of all, a glorious moment and valuable experience in the aspect of strengthening my competency to accomplish international mission at a higher level.

I experienced real stage and huge scales of national level trades while I was participating to discussions with enterprises and organizations selected by the authority. Private network supports large scale of trade, intensity in the field of trade, applaud on the stage and negotiation behind the curtain. There were also a lot of swans' footworks which might be very important for trades between nations and industries.

That's what I have to learn how to drift on the water maintaining dignity movements.