
JOONYOUNG KIM, PCC, CPCC, KPC, CPTD

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HIGHLIGHTS

- Executive coach cultivating creative leadership in global corporate leaders & entrepreneurs
- Passion for women empowering women
- Certified by ICF, Co-Active Training Institute, and Leadership Circle
- An ATD-certified talent development consultant, instructional designer & facilitator
- 800+ coaching hours to date
- Offering services on/offline in English & Korean across time zones

EXPERIENCES

FOUNDER & EXECUTIVE COACH, MINDESIGN

KOREA & APAC, MAR. 2021 - PRESENT

Coaching, Consulting & Facilitation

- Helping corporate executives of MNCs and entrepreneurs grow self-awareness and develop creative leadership via 1:1 and group coaching sessions
- Offering **Redesign Productivity**: a proprietary 1:1 coaching program for women leaders to help them drive resonant productivity in personal leadership
- Offering **Redesign Productivity Reading Workshop**: a proprietary group coaching program for entrepreneurs and leaders to build emotional and relational resilience
- Offering **Creative Leadership Suite**: a transformative leadership development program for executives and entrepreneurs with a Leadership Circle Profile 360 assessment and private coaching sessions
- Strategic talent development consulting, customized content development, and training facilitation of a training initiative based on comprehensive training needs assessments
- Facilitating coaching leadership workshops focusing on active listening, powerful questions, and mindfulness for local entities and global MNCs
- Mentor coaching for CPCC & PCC candidates
- Offering Eng - Kor consecutive interpretation services for trainings conducted by Co-Active Training Institute and Leadership Circle
- Notable executive coaching partners: Ezra Coaching, Leadership Circle
- Notable clients from World Economic Forum, LVMH, Netflix, GE, Veolia, Ernst & Young, DFS, Binance, Air Products

For Luxury Retail Industry

- Offering **Coaching for Luxury Retail Professionals**: a private coaching program for luxury retail managers and sales advisors on entrepreneurial mindset & people management
- Offering strategic consultation, development and facilitation on coaching leadership, clienteling, and customer experience excellence
- Consulting on store performance audits and CX excellence standardization
- Notable clients: L'Oreal Luxe, Vacheron Constantin, Saint Laurent, Boucheron, Balenciaga, Louis Vuitton, Celine, Tiffany, Dior, Bulgari, CXG

Communication Skills Consulting

- Career Transition Consulting - Competitive career profile & personal branding analysis, job interview preparation for corporate professionals in career transition

- Keynote Presentation Consulting - Fully customized premium 1:1 consulting to develop compelling storytelling & buy-in creation in keynote speeches and presentational demands

LUXURY RETAIL TRAINING SOLUTIONS CONSULTANT, CXG;

KOREA, NOV. 2018 - MAR. 2021

A critical player in custom-designing, developing and delivering training solutions for global luxury retail brands across APAC

- Demonstrated holistic understanding of luxury retail business landscape for global beauty, fashion, watch and automotive brands
- Educated & influenced senior and c-level partners across APAC on the values and strategies of training initiatives to create buy-ins and gain support
- Identified performance gaps and offered the root cause analysis to develop training content by conducting various training needs assessments
- Designed and developed customized performance improvement solutions to drive individual and team development, customer experience, and sales excellence
- Adopted Saint Laurent's major global training initiative and worked with APAC Training Manager to localize and deliver it for Korea and Southeast Asia
- Custom-designed & facilitated an 8-hour interactive webinar series on e-commerce sales & customer experience journey for L'Oreal APAC with an average post-training survey rating of 9.2/10.
- Designed a framework for a mobile coaching app for field coaches and trainers based on GROW & positive feedback sharing principles
- Prepared compelling training ROE reports with qualitative and quantitative analyses and business-relevant recommendations for internal and external stakeholders
- Notable clients: L'Oreal Luxe, Boucheron, Saint Laurent, Vacheron Constantin, Hermès Watch, Chloé

REGIONAL TRAINING GTM MANAGER, PROCTOR & GAMBLE / COTY;

SINGAPORE & KOREA, APR. 2015 - MAR. 2018

A regional training GTM manager responsible for over 50% of the business of Wella Professional in Korea, HK and Taiwan

- Built relationships with internal and external partners for buy-in creation and implementation of global training initiatives
- Planned and managed training activity calendars for key APAC markets to support commercial plans
- Designed the training GTM strategy for a premium product launch resulting in 202% in in-market sales vs. target in Year 1 in Korea
- Supervised the launch of a global-scale training studio and the following media event in Seoul
- Over-delivered training productivity target by 8% to support top-city strategy in Korea
- Adopted a global people development program in Korea resulting in two highest-level certifiers out of 8 total in AMEA
- Facilitated workshops for mid to c-level partners from Asia & Middle East markets on training GTM strategies
- Organized & attended regional TTTs across Asia for new prestige product and collection launches

B2B ACCOUNT MANAGER, DISCOVERY GROUP;
HONG KONG, NOV. 2012 - NOV 2013

A solid B2B business development manager in international advertising sales for South China Morning Post

- Interviewed c-suites to develop customized corporate communication messages published in *South China Morning Post*
- Executed sales of multi-platform advertorial solutions for private & public organizations in Brazil, Germany, Singapore, Sweden, and Canada
- Edited advertorials to showcase the sponsors competitively

LANGUAGE INSTRUCTOR & ONBOARDING TRAINER, CHEONGDAM LEARNING;
KOREA, MAY 2006 - MAY 2009

A thorough new hire onboarding trainer for a renowned language institute

- Delivered experiential blended learnings to over 1200 students on language skills, presentation & debate skills via classroom, m-learning, and e-learning
- Delivered the onboarding training sessions in small groups to over 100 new hires
- Worked closely with HR by offering training performance evaluations for strategic talent placement

TEACHING ASSISTANT, UNIVERSITY OF CALIFORNIA, RIVERSIDE;
USA, SEP 2004 - MAY 2006

A gifted pianist, composer, improviser, scholar and teacher

- Designed and instructed a lower-division elective & major course in Music
- Provided knowledge of musicianship, harmony, music literature and styles, theory, history, performance practice and techniques

CREDENTIALS

Professional Certified Coach, International Coaching Federation, 2024
Leadership Circle Profile™ Coach, Leadership Circle, 2023
Korea Professional Coach, Korea Coach Association, Korea, 2023
Certified Professional in Co-Active Coach (CPOCC), Co-Active Training Institute, 2022
Certified Professional in Talent Development (CPTD), Association for Talent Development, 2018
University of California at Riverside, BA in Music, 1999-2003

ASSOCIATIONS

International Coaching Federation
Association for Talent Development
Seoul International Women's Association
Korea Coaches Association

ATTRIBUTES

CliftonStrengths Top 5: Belief, Learner, Arranger, Relator, Restorative
Curious generalist & creative problem solver
Core Values: Creative expansion, Mind-body connection, Relationship, Community & Business savvy
Joys: Succulent plants, cats, equality, sustainability, scuba diving & bullet journaling