




Min Ji Goo Dyer

Strategic Marketing Consultant
/ Market Development Strategy/
Special Events/ CFDA New York Fashion Week

 London, UK

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Languages

Korean (Native)

English (Native)

About

Subsidiary Spin-off and Content Franchise: <Noblian.com>

Developed online community portal and offline luxury lifestyle magazine "Noblian." (one of the founding- members & Elected vice president)

Developed overall strategy and CRM scheme for online Duty Free Shopping service.

Developed quantitative analysis for identifying the real-time ROI monitoring system to optimize the sales and lead generation (Click Through Rates, Click Per Transaction, etc.)

Recommended to spin off the division out of Hotel Shilla of Seoul and to franchise in Singapore.

Raised funding of S\$ 13 million investment by eSAMSUNG Asia and additional S\$ 4 million by local luxury lifestyle magazine, "The Peak" for franchising the content.

Implementation Business from Korea- B2B Technological Hub: "AsiaHub "

Designated project manager for S\$ 20 million IT consortium Hub. Assisted in full Investor Relations functions. Responsible for the marketing launch in Singapore & Seoul.

Identified in total synergies in supply chain, sales & marketing and G&A areas.

Identified potential alliance partners. Developed market development strategy for Asia Pacific region via service bundling of the participating consortium partners.

Wrote the business plan from the concept.

Pre-merger assessment for Sports Portal (Joint Venture between Daum and IMG)

Designated Project Manager. Identified total operational synergies in operational sales & marketing and G&A areas. Identified configuration of synchronised services.

B-to-C mobile commerce and service strategy: "Walking Daum"

Developed service strategy and revenue schemes for subscribers based on benchmarking of similar services of "I-Mode of NTT Docomo" and "Yahoo"

Developed business model via B2B alliances with service providers. Assessed key risks and value drivers

BRANDS WORKED WITH

eSAMSUNG Asia (Holdings)

M Organic Spa

of Fashion Designers of America

RONIN Communications

Experience

● Director or Strategic Research

RONIN Communications | Apr 2013 - Now

RONIN Communications: Director of Strategic Research

London

Hum2n Bio Hacking Clinic: Consulting Director of Licensing

London

- Acting Director of Strategic Research Development for RONIN Communications.

- Consulting Director of Licensing for HUM2N Biohacking Clinic.

- Specialized in organizing special events and fundraising events for start-ups such as Ronin.com and Hum2n Bio Hacking Clinic.

- Advised investor relations departments of start-ups on first and second round funding for companies with a market cap below \$3 million.

- Worked closely with venture capital firms in Singapore's entrepreneurial ecosystem.

- Devised and implemented incubator programs for multi-national commercial banks.

- Coordinated corporate pitch events to connect start-ups with venture capital firms.

- Managed thought leadership discussions online and facilitated networking virtual events.

- Trained teams on improving presentations with a focus on being a 'Pitch Doctor.'

- Revised marketing strategies and directed events while allocating bud-

gets.

- Developed business models for more accurate country-specific sales forecasts.
- Conducted risk analysis by assessing market feasibility and timeline within 12 to 18 months.
- Focused on specific areas including B2B, Fintech, E-Commerce, EduTech, Entertainment, and Market Places in Singapore, Malaysia, Thailand, Hong Kong, Japan, and Korea.
- Negotiated key sales drivers with incubators.
- Directed the editorial strategy of marketing content.
- Revised business plans and Request for Proposal (RFP) documents.
- Negotiated and edited contracts with financial institutions.
- Currently working with HUM2N Clinic, 67 Pall Mall, and RONIN to refine their services, develop new business, and expand their brand reach.
- www.ronin.com
- www.hum2n.com
- www.67pallmall.com

● Owner

M Organic Spa | Jun 2002 - Dec 2013

Integrated Marketing Research & Communication Consultancy for Emerging Fashion Designers and Lifestyle Brands, specializing in Below The Line services (Retail, Licensing, Events, PR, Trade Promo., etc.)

Owner

World Cup Sponsorship Management: Allied Domecq's Ballantines' Whiskey

- Secured a US \$10 million budget for Hotel Trade Promotion during the World Cup Season
- Obtained exclusive sponsorship rights for Allied Domecq during the World Cup Season, resulting in partnerships with 14 five-star hotels and over 36 outlets
- Co-developed trade marketing program as a member of the Task Force Team, forecasting market penetration and volume sales increase
- Designed promotion schemes specific to each outlet to optimize sales
- Directed POP, POS Promo., and ROI scheme
- Developed a dynamic community membership scheme to maximize PR

'M Organic Spa' and 'TINT' (Organic Knitwear) Retail and Licensing

- Conducted marketing research and feasibility analysis for the Spa Industry, including services and products
- Developed Handmade Organic Soaps made from clays, produced in an Australian Organic Farm, but closed business due to family relocation (licensing)
- Spent 4 years working and researching the Luxury Spa industry
- Acquired various qualifications such as Certified Spa Business Management, Certified Aromatherapist, and Certificates in Massage and Facial therapies and Reiki
- Owned the retail distribution rights for TINT Italian Organic Knitwear in the Asian market, researched market feasibility, provided market feasibility studies, and developed Multi-Brand Boutiques and Hotel Retailers for Korea, Japan, Taiwan, Singapore, Malaysia, and Hong Kong

● Strategic Business Development Manager

eSAMSUNG Asia (Holdings) | Jun 1999 - Aug 2002

Venture Capital Arm of Samsung Group (Portfolio concentration in Wireless, B2B, IT, Lifestyle/Game)

Manager: Strategic Business Development

Subsidiary Spin-off and Content Franchise: (www.noblian.com)

- Managed the strategic business development of eSAMSUNG's venture capital arm in Asia.
- Led the spin-off of the subsidiary and developed the online community portal and offline luxury lifestyle magazine "Noblian."
- Developed the strategy and Customer Relationship Management (CRM) scheme for the online duty-free shopping service.
- Recommended the spin-off of the division from Hotel Shilla of Seoul and franchise it in Singapore.
- Raised funding of S\$ 13 million investment from eSAMSUNG Asia and additional S\$ 4 million from local luxury lifestyle magazine "The Peak" for

franchising the content.

- Implemented business from Korea's B2B technological hub "AsiaHub" and managed a \$20 million IT consortium hub project.
- Assisted in investor relations functions and marketing launch in Singapore and Seoul.
- Identified synergies in supply chain, sales & marketing, and general administration areas.
- Identified potential alliance partners and developed market development strategies for the Asia Pacific region.
- Wrote the business plan from concept.

Strategic Planning Manager, Daum Communication, Seoul

- Conducted pre-merger assessment for a sports portal joint ventures.
- Identified operational synergies in sales & marketing, operations, and general administration areas.
- Led the development of the B-to-C mobile commerce and service strategy "Walking Daum."
- Developed service strategy and revenue schemes for subscribers, benchmarking similar services like "I-Mode of NTT Docomo" and "Yahoo."
- Developed business model through B2B alliances with service providers and assessed key risks and value drivers.

● Fashion Marketing

of Fashion Designers of America | Jan 1992 - Jan 1996

Council of Fashion Designers of America (CFDA) New York
National council and foundation. Operates CFDA, CFDA-Vogue Foundation, 7th on Six, and 7th on Six Foundation
The Executive Assistant to Fern Mallis (Executive Director)

Fashion Show Production (7th on Six: Currently New York Fashion Week)
Volunteer for Fall & Spring 1991, 1994, 1995

- Coordinated member designers, media, and production crews during New York Fashion Week, contributing to generating over \$900 million in the global fashion industry
- Advised the Executive Director on on-site crisis management during CFDA-Vogue Gala events and Reputation Management for Member Designers
- Coordinated fashion show production for various AIDS-related functions via 7th on Six Foundation, including organizing the charity fundraising fashion retail event Seventh on Sale (raised over \$4 million) and coordinating 'The Powers': Charity Fundraising Fashion Show for Dogs and 'Riverkeeper Foundation' events

Product Design Consulting (Freelance)

- Polo Ralph Lauren (RRL Women's): Coordinated the development of a new women's line to complement the existing men's luxury vintage collection: Spring '97
- Narciso Rodriguez: First Design Assistant: Fall '96 TSE Cashmere New York
- Kenzo Paris: Knitwear Design Assistant for Fall '94 collection via school internship

Education & Training

2021 - 2022

● MIT Sloan School of Management

Masters Certificate, Course Certificate in Negotiation and Influence

2017 - 2018

● MUSEUM OF MODERN ART

Certificate, Course Certificate in Fine Art- Fashion as Design,

1997 - 1999

● Boston University

MBA Masters in Business Administration, Marketing

1996 - 1997

● Columbia University

Business School Masters Certificate, Finance

1991 - 1995 ● **Parsons School of Design**
Bachelors in Fine Arts, Fashion Design

1988 - 1991 ● **Dana Hall School**
High School Dimploma, College Preprations