

Sungwon Kim

Contact

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Highlight

Marketing Strategy Consulting

- Lead Google News Initiative programmes as senior consultant in 2022 and 2023
- Subscription and digital revenue consulting for +10 news publishers in Japan

Account Direction and Management

- + 8 years Japan /global marketing partnership for Honda from 2009 to 2018
- + 10 global brand business experience with Suntory, YAMAHA, Samsung etc.

Creative Project Production

- Winner of Grand Prix at Cannes Lions International Festival of Creativity 2014 (Sound of Honda / Ayrton Senna 1989)
- Plentiful collaborations with artists, design and innovation firms.

Employment

Financial Times Japan Ltd. (Tokyo, Japan) Senior Consultant at FT Strategies	Sep 2022- Sep 2023
Dentsu Inc. (Tokyo, Japan) Researcher at Dentsu Institute	Apr 2007- Aug 2022 Apr 2022 - Aug 2022
Project Manager at Transformation Produce Div.	Oct 2021 - Mar 2022
Research Sabbatical	Aug 2019 - Sep 2021
Business Producer at Business Design Square	Jan 2018 - Jul 2019
Account Director at Account Management Div.	Jan 2009 - Dec 2017
Project Planner at Social Solution Dv.	Sep 2010 - Mar 2014
Project Producer at Global Information System Div.	Apr 2007- Dec 2008

Education

MSc Migration and Mobility Studies, Bristol University, UK, Sep 2021
MA Cultural Entrepreneurship in Media and Communication, Goldsmith, University of London, UK, Sep 2020
BA Policy Management, Keio University, Japan, Mar 2007
(Exchange degree programmes to BA Journalism, Yonsei University, Korea, in 2005)

Language skills

Japanese -	Native	English -	Fluent
Korean -	Fluent	Mandarine -	Intermediate

Grants and Award

Think Big Scholarship, Bristol University 2020
Grand Prix Cannes Creative Festival 2014, [Sound of Honda / Ayrton Senna 1989](#) etc...

Others

BABELO (Tokyo, Japan)	Sep 2019
Production Director at Cultural Research Institute	Jan 2020 - Jul 2021
Marketing Ambassador at Kimura Glass Asia	Sep 2019 - Dec 2019
Founder	Sep 2019-

Advisory

Advisory, Kuriya	Jan 2016 - Jan 2021
Advisory, 1854 media	Jan 2020 - Mar 2022

Volunteer

Assistant Producer at Tohoku Youth Orchestra	Apr 2022 - Mar 2016
Production Manager at Design for Freedom	Mar 2013

Works

[W17] [Google News Initiative](#) - Digital Revenue Lab Japan 2023
[W16] [Google News Initiative](#) - Subscription Academy Japan 2022

[W15] Translation, [A Seventh Man by John Berger](#), blkswn publishing, 2023(TBD)
[W14] Translation, [HOUSE VISION KOREA 2022](#), Hara design institute, 2022
[W13] Translation, [DIY Toolkit](#), Nesta (National Endowment for Science, Technology and the Arts), 2021
[W12] Project Direction, [Portrait of Japan](#), 2021
[W11] Interpretation and Interview, [Hanhwa Lifeplus with Kenya Hara](#), 2018
[W10] Coordination, [Life, Life Ryuichi Sakamoto in Seoul](#), 2018

[W9] Project Management, Pioneer DJ, Redesign Global business strategy, 2018
[W8] Account Direction, Honda R&D, Honda Humanity Project, 2018
[W7] Project Management, Shibuya City Office, Human Library, 2017
[W6] Promotion Planning, Avex/commmons, Async by Ryuichi Sakamoto, 2017
[W5] Account Direction, Guangqi Honda Acura Brand Campaign, 2016
[W4] Project Planning, Avex/commmons, [健康音楽 Kenko-Ongaku](#), 2017
[W3] Business Direction, Avex, [majotae](#), 2014-2018
[W2] Account Direction, Honda Motor Co, HondaLink, 2014

[W1] Planner, Dentsu Inc, Social Solution project, 2010

etc...