

KEEHEON CHO

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QUALIFICATIONS

- 8-years experience in Technology/Business **Valuation**, Technology Commercialization and Technology Transfer.
- 3-years experience in **Connect & Develop** for Open Innovation.
- **13-years** experience in **research and process development, projects, patents, marketing and exporting.**
- Exceptional **leadership, teamwork, problem solving, communication skills and various experiences** able to success desired corporate project.

PROFESSIONAL EXPERIENCE

Korea Valuation Association

- Secretary General in charge of Korea Valuation Association Total Management** Jan.10 -Present
- IACVA(International Association of Consultants, Valuators and Analysts) **Charter Leader in Korea**
 - Experienced **Technology Valuation Projects**

LG Household & Health Care Research Park

- Senior Researcher in charge of Connect & Develop for Personal Care Products** Jun. 06 – Dec. 09

- **Finding Innovative Technology and Products** from External Resources.
- Developing **ECOCERT Organic Certificated Cosmetics** from French Company.
- Cooperating with University to find New Technology. (Undisclosed Patent and Technology)
- Searched and Visited Competitive Companies in Europe.(Oral/Body/Hair Care Products and Cosmetics)

- Senior Researcher in charge of 6-sigma Projects and Overseas Products** Jan. 01 – May 06

- Developed and agglomerated of **Detergent with Bleach for Front Loading Washing Machine.**
- Developed **exporting products** (powder, tablet) for USA, Japan, Australia, Mexico, China and Taiwan.
- Obtained **Legal Opinion of Patent Clearance** for laundry tablet in the USA.

- Senior Researcher in the TFT(Task Force Team)** Jan. 00 – Dec. 00

- Constructed laundry detergent **Tablet Manufacturing Process** in the factory.
- **Marketing and Sales Support** for Product Development. -1st launched in domestic market

- Assistant Researcher in charge of Detergent Development** Jan. 94 – Dec. 99

- Developed environmentally friendly laundry powder. (obtained Eco mark)
- Developed **NTD(Non Tower Detergent) Process at first in Korea.**

EDUCATION

- Hannam University, Daejeon, Korea** (Ph D. in Economics Technology Economics) Aug. 15
Thesis –An Analysis of Valuation of Technology Firms in Korean Stock Market.

Kyungpook National University, Daegu, Korea

- Master of Engineering in Industrial Chemistry Feb. 94
Thesis – A Crystal Structure of Encapsulated Kr atoms in Zeolite A.
- Bachelor of Engineering in Industrial Chemistry Feb. 92

ADDITIONAL INFORMATION

- Training:** **Valuation** for Technology and Enterprise in Korea Valuation Association Oct. 06
ICVS Training Course Dec. 10
Development Method Course for New Product in LG Nov. 03
Marketing Academy School in LG Mar. 02 – Jun. 02
Patent Programs in National Institute of Professional Administration Dec. 02 – Feb. 03
- Benchmarking:** Attended **International Exhibition. (PCHi, Cosmoprof, In Cosmetics)** Jun. 06 – Oct. 07
Visited **Shusterlab/Scientific Service/Test Fabrics (USA)** for Test Method. Mar. 01
Visited **Korsch(Germany)** for Tablet Machine Inspection. May 00
- Achievement:** Adult and Continuing Educator Certified by Government Feb. 16
Vocational Competency Development and Training Instructor Certified by Government Sep. 15
Valuation Analyst in Korea Valuation Association Nov. 06
Technology Transfer Agent in Korea Technology Transfer Center in Progress
Professional Chemical Engineer in Human Resources Development Service of Korea Sep. 05
Certificated **Black Belt for Six-Sigma Program** Nov. 04
- Others:** **Patent Coach in R&D Center** Jan. 01 – Jan. 03
Volunteer in 2002 Worldcup, 1988 Seoul Olympic Games and Evening School.
- References:** Available on request.