

# KEEHEON CHO

## ICVS, KCVA, PE, KTTA



Dr. Keeheon Cho is currently working as Executive Director of the Korea Valuation Association and he is CEO of KVA-Accelerator for startup incubation and investment.

Based on his expertise in technology commercialization and technology valuation, he focuses on establishing corporate growth strategies and carrying out activities for successful commercialization. He supports activities to incubate and invest for early-stage start-ups, and is putting in a lot of effort as an individual professional investor. He is utilizing various overseas networks to connect corporate businesses and support start-ups, and is actively pursuing activities by opening offices in Vietnam, China, and the United States. He is pursuing policy advisory and consulting activities for government agencies and advisory activities for corporate growth, and is active as an adjunct professor at universities.

He worked at LG Household & Health Care R&D Center for 16 years in Open Innovation work, including research work related to household goods and cosmetics, overseas product development, patent strategy planning, and technology discovery. He applied for many patents related to household goods and cosmetics, developed the world class NTD (Non-Tower-Detergent) Process, launched Korea's first organic cosmetics, and performed various technology development tasks.

Recently, in cooperation with overseas universities and partners, we are promoting social contribution activities such as opening a business incubation center, supporting corporate growth, and revitalizing start-up clubs within universities. He is also interested in activities such as overseas expansion of domestic companies and new business connections.

He received a master's degree (1994) in nanotechnology from university and a doctorate (2015) in economics of technology with a focus on technology-based firms valuation analysis in stock market.

He completed the Bio-CEO Advanced Management Program (2022) to build bio-related expertise and networks, and is trying to acquire knowledge related to new technologies including EGS and blockchain.

### **Keeheon Cho**

5<sup>th</sup> Floor, #543 Nonhyeon-ro, Gangnam-gu, Seoul, 06126 Korea

[arbocel@naver.com](mailto:arbocel@naver.com), [khcho@valuation.or.kr](mailto:khcho@valuation.or.kr), Mobile) +82-10-2440-7429