



# Resume

## Basic Information

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- Name : Chang Joon Choi
- Date of Birth : January 17, 1966
- Address : Imae-Dong Bundang-Gu Kyungki Province Korea.
- E-mail : cjchoi07@gmail.com
- Family : Married. Two children
- Religion : Christian
- Military Service : Army (1986. 6 ~ 1988. 9)

## Education

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- 1984.03~ 1990.07 Sogang University (Major : Business Management)
- 1981.03~ 1984. 02 Kyungdong High School

**English** – TOEIC : 915 ( 2001.06) / Fluent English

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**Career** ( 29 years for Hyundai corporation 1990. 07 – 2019. 12) / Oversea Offices : 12years

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- 2019.01 ~ 2019.12 Adviser
- 2016.10 ~ 2018.12 Jakarta Branch Office / Vice President  
(Managing Director of Branch office)
- 2014. 11~ 2016.10 Strategic Planning Team / Vice President
- 2010. 06 ~ 2014.11 Cairo Branch Office / General Manager
- 2009. 01 ~ 2010.06 Tel Aviv Branch Office / General Manager
- 2007. 04~ 2008.12 Planning Team / General Manager
- 2004. 06 ~ 2006.12 Dubai Branch Office / Deputy General Manager
- 2003.01 ~ 2003.12 Hanoi Branch Office /Deputy General Manager
- 1990.07 ~ 2002.12 Energy Division / Staff – Manager

## Qualification

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- ✓ 29 years' experience in the biggest Korean trading company, Hyundai Corporation.

- ✓ Experience of various fields : Investment, sales, management.
  - 13 years' experience in investment for coal, copper, oil and gas JV projects.
  - 4 years' experience in management field as a GM of Strategic Planning Team.
  - 12 years' experience in trading and marketing in 5 overseas countries
- ✓ Leadership and Loyalty

## Career Details

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- Jakarta Office ( Vice President & MD of Branch Office 2016.10 – 2018, 12)
  - Act as a chief representative of Hyundai business Group in Indonesia
  - No. of staves : 12 persons (3 Koreans and 9 Indonesians)
  - Annual sales volume : \$ 120 millions
  - Export Korean origin products to Indonesia. Main Items are steel , passenger cars, dump trucks, excavators.
  - Participate in public tenders for rolling stocks (\$ 30 millions, award) VLCC, power plant, reactors, transformers, etc
  - Develop new business opportunities for cosmetics and food industries
  - Set up new distribution channel for construction equipments.
  - ◇ 200% increase of sales volume and 300% increase of profit during 2 years term
- Strategic Planning Team (General Manager 2014.11–2015.12 Vice President. – 2016.10)
  - Act as a control tower of company for the top management.
  - No. of team member : 15 persons.
  - Set up an annual business plan for company and 4 Divisions and 18 teams.
  - Monitor the Activities of 4 Divisions 18 teams and 41 branch offices. ,
  - Evaluate the performance of the organization on a monthly, quarterly and annual basis.
  - Check out the market situation, competitors' movement, regulation changes, etc.
  - Review new business opportunities to expand company's business areas.
- Cairo Office (General Manager 2010. 6 – 2014. 11)
  - Open the new branch office to develop new market in North Africa.
  - No. of staves : 6 persons (1 Korean and 5 Egyptians)
  - Annual sales volume : \$ 150 millions
  - Territories (5 countries) : Egypt, Sudan, Libya, Ethiopia, and South Africa.
  - Develop new dealers and buyers for passenger cars, dump trucks, machinery and steel.
  - Participate in the government tender for power plant packages such as transformer, GIS, Pumps, etc.
  - ◇ Increase the sales volume from 10million dollars to 150million dollars in 4 years.
- Tel Aviv Office (General Manager. 2009. 1 –2010. 6)
  - Develop brand licensing business in Israel and Jordan
  - No. of staves : 4 persons ( 1 Korean and 3 Israelis)

- Cooperate with brand licensing business partners for Hyundai electronics and power tools, lightings, etc.
- Participate in the tender for cold warehouse, locomotives and power plant equipments.
  
- Planning Team (General Manager. 2007. 4 – 2008. 12)
  
- Dubai Office ( Deputy General Manager 2004. 6 –2006.12)
  - Focus on the tenders for power plant, chemical plant and rolling stocks, etc
  
- Hanoi Office (Deputy General Manager 2003. 1 –2003. 12)
  
- Energy Division (Staff- Manager. 1990. 7 – 2002. 12)
  - Invest in oil & gas fields, copper mine, coal mines in oversea countries
  - Be in charge of economic evaluation, J/V agreement and marketing.

## Others

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- ✓ Proficient in MS office