

Goeun Kim

CEO, Good Grooves

Seoul, South Korea | [LinkedIn](#)

Licensing and business development professional with 18+ years across content, media, and tech in Korea and APAC, most recently leading partnerships at Apple Korea. Runs Good Grooves, an independent consultancy helping global clients enter the Korean market.

EXPERIENCE

Business Development Lead, South Korea

Oct 2022 — Jun 2024

Apple

Seoul, Republic of Korea

Drove growth of Apple's first party subscription business through strategic partnerships across Korea. Identified, pitched, and structured deals using LTV modelling and opportunity sizing. Led cross-functional teams across BD, Marketing, Legal, Operations, and Product to launch partnerships, and worked with partner product and marketing teams to lift engagement, sign-up conversion, and retention. Key deals included Coupang x Apple Music, TVING x Apple TV+, KT x Apple TV+, SK Broadband x Apple TV+, Lotte, and Hyundai multi service offers.

Sr. Manager Business Development - APAC

Mar 2020 — Sep 2022

Epidemic Sound

Seoul, Republic of Korea

Established Epidemic Sound's presence in Korea from the ground up. Built the go-to-market strategy, revenue targets, and short and long term plans, then hired talent, managed resellers, and set up operational frameworks. Acquired new enterprise clients and drove user sign-ups. Key deals included SKT video ringtone music, Rakuten Viki, Watcha, Netflix x KTO project, CJ DIA TV, and LG CNS.

CEO

Aug 2018 — Present

Good Grooves

Seoul, Seoul, South Korea

Founded and lead an independent content tech consultancy. Work covers partnership strategy, business development, B2B sales, and market entry for global clients coming into Korea. Current clients include Artlist, POP MINT, New ID, RixEngine, and GCON. Also sits on the expert committee at Gyeonggi Content Agency. Past clients include CJ E&M DIA TV, PCCW VIU, The Live Global, and STYLEmate.

General Manager, Korea

Jan 2018 — Jun 2018

uCast

Seoul, Korea

uCast is a leading global internet TV network and monetization platform that amplifies revenue for content owners and distributors. We provide unparalleled access to global markets and media and our AdTech suite creates new advertising opportunities, monetization & better engagement.

General Manager, Korea

May 2016 — Jul 2018

UCAST (formerly 8Asian Media)

Seoul, Republic of Korea

Led Korean operations for a global internet TV network and monetization platform. Managed global content partnerships, production investment, co-production, and format representation. Oversaw digital PPL, sponsorship, and ad sales. Key clients included CJ E&M DIA TV, iMBC, Arirang TV, and drama production studios.

General Manager, Korea / Director of Content Programming

Jul 2010 — Oct 2015

Rakuten Viki

Seoul, Republic of Korea

Built and led the Korea office from the ground up, overseeing content strategy, licensing, and business development. Set programming strategy covering licensing, redistribution, budget allocation, and revenue projection. Secured long-term content partnerships with major broadcasters across Asia, including KBS, MBC, SBS, CJ E&M, JTBC, ABS-CBN, and GMA, and distribution deals with Netflix, YouTube, Hulu, Amazon, Dailymotion, Kakao, and Yahoo. Recruited and managed the Korea office team.

Consultant

Sep 2009 — Jul 2010

TECHNOVATION PARTNERS

EDUCATION

Yonsei University

Jan 2002 — Feb 2007

학사 in 언론홍보영상학부

SKILLS

Content Management · Content Strategy · Strategic Planning · Web Content Management · Business Development · Data Analysis · Google Analytics · Operations Management · Content Acquisitions · Digital Media · Strategic Partnerships · Social Media · Management · Start-ups · Business Strategy · content programming · Entertainment · New Media · Marketing Strategy · Strategy · Marketing · Entrepreneurship · Digital Strategy · Market Research · New Business Development · Entertainment Industry · Content Distribution Networks · Content Marketing · Branded Content · Mobile Content · Business-to-Business (B2B) · B2B Marketing Strategy · Media Strategy · Music · Music

Industry · Partnership · Sales · Negotiation · Communication · Planning · Team Building · Problem Solving ·
Digital Content · Scale Up · Project Management