

Miroo Kim

Author

San Francisco, CA, United States | [LinkedIn](#)

Miroo Kim is a change maker for systemic wellbeing in organizations.

In her 20 years of career at Apple, Meta (Facebook), and Microsoft, she loved bringing meaningful impact to people through the latest technologies. Ironically in this process, Miroo discovered that the best technology was already inside us - the human mind. But she also learned that we neither use it well nor take care of it. Recovering from burnout and depression, Miroo learned that the healthy human mind is the foundation to achieving individual dreams and business goals. This led her to found People+Culture, the coaching company that develops leaders and organizations with the culture of wellbeing.

As a founder and CEO of People+Culture, Miroo helps leaders and workplaces build the culture of wellbeing so that they can achieve their dreams and business goals sustainably. As an experienced coach, facilitator, and trainer, Miroo offers effective workshops and training for organizational mindfulness, emotional intelligence (Search Inside Yourself™), resilience, and compassion & belonging (Compassion Cultivation Training™). More than 3,000 people and 100 teams participated in Miroo's training and workshops at various tech companies such as Autodesk, AWS, and Meta and many startups globally find it effective with increased meaning and clarity.

Through her upcoming book, <The Placeholder>, Miroo is excited about coaching high performing individuals to reinvent their career grounded in the culture of wellbeing.

You can engage with Miroo for:

□□ Keynote

□□□□ Workshops/Training Facilitation

□□ Coaching

□ Consulting

□ Want to chat with Miroo? <https://www.peopleculture.co/contact>

□ Interested in learning about People+Culture work? <https://www.peopleculture.co>

EXPERIENCE

CEO & Founder

People+Culture

Sep 2022 — Present

San Francisco, California, United States

You can't force culture; but you can grow it.

People+Culture helps leaders and workplaces of the startup companies and tech firms build the culture of wellbeing so both people and businesses can grow together sustainably.

Through 1:1 coaching, team coaching, workshops and training, we help you cultivate emotional intelligence, resilience, and psychological safety for yourself and your organization.

Board Member

SAN FRANCISCO INSIGHT MEDITATION COMMUNITY

Aug 2019 — May 2024

San Francisco, California, United States

Compassion Cultivation Training Certified Teacher

Compassion Institute

May 2019 — Sep 2023

San Francisco Bay Area

Compassion Cultivation Training (CCT) is an 8-week educational program designed to help you improve your resilience and feel more connected to others—ultimately providing an overall sense of well-being.

The CCT course, developed by a team of contemplative scholars, clinical psychologists, and researchers at Stanford University, combines traditional contemplative practices with contemporary psychology and scientific research on compassion. Preliminary research suggests that CCT and similar programs can increase self-compassion and self-care, and reduce stress, anxiety, and depression. Through instruction, daily meditation, mindfulness, and in-class interaction, you can strengthen the qualities of compassion, empathy, and kindness. Classes meet weekly for 2 hours and daily guided meditation home practice is assigned.

Learn how to train your mind to intentionally choose compassionate thoughts and actions and develop skills that help you relate to others—and yourself.

Search Inside Yourself Certified Teacher

Search Inside Yourself Leadership Institute (SIYLI)

Apr 2019 — Present

San Francisco Bay Area

Search Inside Yourself guides participants through a 2-day, retreat-like experience that combines emotional intelligence, mindfulness, and neuroscience to offer participants tools to bring out their best and most effective self. Through a combination of content and experiential exercises, the program helps people make real changes in their professional and personal life. More specifically, this hands-on course helps people become effective communicators, improve their decision-making skills, increase their resilience, and think more creatively.

Internal Mindfulness Community Leader & Trainer

Meta

Oct 2017 — Sep 2022

Mission: Cultivate the emotional intelligence and organizational well-being for the internal community at FB

- Search Inside Yourself™: Facilitated Search Inside Yourself Leadership training 17 times for ~300 employees at Facebook, reducing the stress level (-45%) and increasing the level of empathy within teams (+35%).

- Compassion Cultivation Training™: Facilitated ~100 hours of Compassion Cultivation training for employees at FB, receiving positive & extremely positive feedback from 85% of participants

- Leader of Mindfulness@FB: Lead the internal mindfulness community since 2018 for various mindfulness programs (e.g. daily meditation, training, speaker series, book clubs, etc.) for the global internal employee community at Facebook

Program Lead, Mobile & Connectivity Partnership

Meta

Jun 2013 — Sep 2022

Menlo Park, CA, USA

Mission: Provide the first mobile experiences via Facebook to under-connected people through sustainable partnership with mobile network operators.

- Strategic Planning & Operation: Lead all aspects of the mobile partnership programs throughout the entire lifecycle, contributing to ~225M incremental Monthly Active Users growth since 2015 with ~90 partners across 5 programs. Works include setting and driving the value proposition and goals for each program, implementing the program launches through scalable Go-to-Market processes, sustainable management throughout each program cycle through systems, and conflict resolutions with partner escalations.
- Business Development: Lead as a thought partner and internal consultant to all partner managers in developing business cases and managing partner pipelines in each program. Launched and managed 28 internet.org cases, driving growth by 25M Monthly Active People in Latin America between 2015-18.
- Team Lead for Organizational Health: Lead facilitating the team conversations about culture of the team and well-being of team members in the Mobile & Connectivity Partnership team of 120 people, improving the team work-life balance by 25% in 2019. Works include team training, team offsite planning & management, and the biannual team health index analyses for the leadership.

Manager, New iPhone Operation Management

Apple

Jul 2010 — May 2013

Cupertino

Mission: Streamline the global execution of new iPhone introductions through efficient operations & systems

- Supply Demand Management: Managed the global demand forecasting and supply optimization for three iPhone models (iPhone 4, 4S, 5) from launch throughout life cycle for all channels (Apple Online Store, Retail Store, Resellers and 200+ carriers) to meet Apple's financial goal for iPhones (e.g. FY12: 125M unit sales or \$81B revenue). Owned analytics, everyday operations, and contingency planning, in collaboration with cross-functional teams (sales, finance, industrial design, product marketing, engineering).
- Analytics: Led weekly demand analysis and presented forecast & market opportunities to then-COO (Tim Cook) and SVPs of Operations of iPhone business in 100+ countries to determine the most optimal supply allocation to maximize customer satisfaction and sales globally. Managed analytic models and systems for new iPhone launches to evaluate demand sensitivity and market opportunities.
- Recognition: Awarded as the "Best Planner" in 2012 by Operations SVP (Jeff Williams) for strong performance

Product Marketing Manager - Windows Phone

Microsoft

Aug 2009 — Jun 2010

1 Microsoft Way, Redmond, WA

Mission: Re-position Windows Mobile strategy with successful Windows Phone 7 launch globally

- Product Positioning: Worked with product management for Windows Phone 7 product positioning regarding Windows Phone 7 launch campaign based on the qualitative/quantitative user research analyses across 8 key markets.
- Product Launch: Planned and executed the launch campaign for Windows Phone 7 announcement at Mobile World Congress 2010, managing 3 agencies for creative development & production \$150M budget globally.

Product Marketing Intern | Windows Mobile

Microsoft Corporation

Jun 2008 — Aug 2008

1 Microsoft Way, Redmond, WA

- Developed and proposed the social media strategy for Windows Mobile core users by researching user retention issues.

Marketing Communication Manager

Apple

Oct 2002 — Jun 2007

Seoul, Seoul, South Korea

Mission: Bring the best product experience to people throughout the life cycle of the product

- Brand Management: Led integrated marketing communications for various products (iPods, Macs, Mac OS and software), raising Apple brand awareness from 3% (2002) to 32% (2006) in Korean market.
- Online Store Sales Strategy: Led cross-functional teams between Korea and Singapore to launch Apple Online Store in Korea, generating 150K visitors and surpassing the launch sales target by 55% on the day of launch.
- Channel Management: Improved the in-store experience and stock management for 5 Apple reseller stores in major cities in Korea, increasing the revenue by \$2.5M over 18 months.
- Public Relations: Led press tours with Korean news media to MacWorld San Francisco from 2003 to 2007 to increase public awareness of Apple in Korean market; generated 200+ featured articles in major news media.
- Developer Relations & Community Management: Led multiple local initiatives with Korean developers to improve Korean user experiences on Mac OS.
- Recognition: Awarded as the "Most Valuable Player" in Apple Asia Pacific region by then COO Tim Cook for the efficient and creative marketing campaign management in Korea.

EDUCATION

Stanford University School of Medicine

Compassion Cultivation Training Teacher Training by The Compassion Institute

Jan 2018 — Jan 2019

University of Cape Town <i>Study Abroad in MBA</i> Studied abroad for one quarter at Graduate School of Business at University of Cape Town in Cape Town, South Africa - Emerging Enterprise Consulting: Consulted the local South African entrepreneur in the township to improve the business - Conducted an independent study on the social mobile technologies in emerging countries with concentration in the South Africa; Worked on market opportunity analysis with for Yeigo Communications in Cape Town, South Africa	Jan 2009 — Jan 2009
Northwestern University - Kellogg School of Management <i>Master in Business of Administration</i> Two great years for academical, professional, and persoanl growth. Academic: Major focus on analytical learning and in-depth technology industry insights. Professional: Firm foundation to expand career beyond marketing to general management Personal: Strong network of great friends and mentors around the world	Jan 2007 — Jan 2009
Thiel College <i>Study Abroad in English Literature; International Politics</i> Activities and societies: International Students Organization	Jan 2000 — Jan 2001
Ewha Womans University 이화여자대학교 <i>BA in English Literature & Political Science</i> Activities and societies: Honor Student, VP of Ewha English Literature Club	Jan 1998 — Jan 2002

CERTIFICATIONS

AI Evals for PMs Certification , Maven	Jul 2026
Leadership Circle Profile [LCP] Certification , Leadership Circle	Mar 2026
Mindfulness Meditation Teacher Certification Program , The Greater Good Science Center	Jan 2025
Synergy - Coaching , Co-Active Training Institute	Oct 2023
Process - Coaching , Co-Active Training Institute	Sep 2023
IDEO Insights for Innovation , IDEO U	Sep 2023
Balance - Coaching , Co-Active Training Institute	Aug 2023
Fulfillment - Coaching , Co-Active Training Institute	Aug 2023
Fundamentals - Coaching , Co-Active Training Institute	Jul 2023
Compassion Cultivation Training Certified Instructor , CCARE at Stanford University The Center for Compassion and Altruism Research and Education	Jan 2020
Search Inside Yourself Certified Teacher , SIY Global	Apr 2019
200 HR Certified Yoga Teacher , Yoga Alliance	Jan 2016
Best Planner Award , Supply Demand Management	Apr 2012
Most Valued Player in Apple Asia Pacific Region , COO	Jul 2004
Associate Certified Coach (ACC) , International Coaching Federation	
Certified Professional Co-Active Coach (CPCC) , Co-Active Training Institute	
ICF Member Badge , International Coaching Federation	
ICF Member Badge , International Coaching Federation	
ICF Member Badge , International Coaching Federation	
커리어 인큐베이터 ,	
The Placeholder ,	

SKILLS

Facilitation · mindfulness training · Design Thinking · Strategic Planning · Strategy · Management · Leadership · Team Leadership · Mindfulness Meditation · Startup Development · Entrepreneurship Development · Training Facilitation · Leadership Development Coaching · Organizational Development · Corporate Training · Content Strategy · Program Development · Leadership Development · Executive Coaching · Market Planning · Growth Strategies ·

Partner Relationship Management · Product Marketing · Marketing Communications · Project Management · Retail · Demand Planning · Supply Chain Management · Product Launch · Marketing Research · Analytics · Cross-functional Team Leadership · Mobile Devices · Integrated Marketing · Business Intelligence · Product Management · Business Strategy · Business Development · Competitive Analysis · Marketing · Market Research · Go-to-market Strategy