

Min Cho

Father, Husband & Insights Leader

Seoul, South Korea | [LinkedIn](#)

- Delivering user-centric experiences that solve complex problems.
- Blending storytelling with execution to launch products that people love.
- Empowering geographically distributed teams to innovate and collaborate.

Driving growth at the intersection of predictive AI marketing and product strategy for complex consumer tech, internet & mobile services:

For Samsung Mobile, Consumer Insight (to seek hidden desires), Data Analytics, Product Marketing and GTM, Services and Alliances.

For Samsung Electronics, Global Partnership(alliances with Internet services, Digital content media, and Premium brands). Mobile Internet Solution Product and Account Management(with global responsibility for identifying and executing its strategic partnerships with wireline and wireless carriers, cable MSOs, and solution partners).

Prior to Samsung, Min was Telecom/Internet Service Product Manager for LG U+ where he directed the Internet product management efforts which included creation and implementation of company strategy as well as global partnerships with IT vendors around the world.

In this role, Min operated as the key collaborator between staff and executive management, providing the company with solid leadership in eBusiness trends and working knowledge of eCommerce, technical and business fundamentals. By establishing and managing relationships with key IT partners and solution vendors, Min successfully extended the company's reach and revenue.

Prior to the position, Min as a certified Siemens hardware and Cisco network engineer successfully developed; implemented cross-functional IT engineering programs to facilitate the company's IT strategy development and operations.

EXPERIENCE

Digital Health

May 2025 — Present

Samsung Mobile

South Korea

Driving growth through outside-in, aligning wants & needs with goals for sustainable and efficient customer acquisition and conversion.

#SamsungHealth #DigitalHealth #AI #FitnessIndex #HeartHealth #Vitals #DailyCardioLoad #VO2Max #Endurance #Strength #Recovery #SleepScore #RunningCoach #EnergyScore #Antioxidant #SleepCoaching

Global Head of Customer Market Insights

Dec 2023 — Apr 2025

Samsung Electronics

South Korea

Customer Market Insights lead (Global Marketing Office, HQ) for corporate brand, product/services and data-driven marketing.

#KPI #NPS #Brand #Sentiment #Customer #LifetimeValue #Segmentation

AI Initiative Lead for Direct to Customer CX

Sep 2023 — Nov 2023

Samsung Electronics

South Korea

Defined how AI can assist the customer journey (navigate, learn & make decisions), optimization & enhancement plan and strategy to execute delightful shopping experiences for stores on web and app.

#Gemini #Perplexity #ChatGPT #Claude

Global Head of Customer Market Insights

Jun 2017 — Aug 2023

Samsung Mobile

South Korea

Global insights lead of Samsung Mobile (MX) for product experiences (CX), sales and marketing

Product Strategy and GTM Lead of Global Wearable Business

Sep 2008 — Jun 2017

Samsung Mobile

Gyeonggi, South Korea

Data Analytics Lead for Samsung Mobile, Product & Consumer Insight Lead (Smartphone / Tablet / Wearable), and Mobile Content & Services (Platform / Solution / Apps), and Strategic Partnership (Technology / Brands) for Samsung Mobile

- Media interviews

[Galaxy Tab] http://blogs.wsj.com/digits/2014/01/06/samsung-beefs-up-tablet-offerings-for-businesses/?reflink=desktopwebshare_permalink

[Galaxy Watch] <https://www.engadget.com/2014-04-25-samsung-galaxy-gear-design-wearables.html>

[Galaxy S] <https://www.engadget.com/2014-04-23-defiantly-plastic-galaxy-s5-design.html> http://blogs.wsj.com/digits/2013/03/14/how-samsungs-galaxy-s-4-compares-with-iphone-5/?reflink=desktopwebshare_permalink

<https://uk.news.yahoo.com/hands-samsung-galaxy-iii-review-180000935.html>

[Galaxy Note] http://www.wsj.com/articles/samsung-adds-iris-scanner-to-new-galaxy-note-smartphone-1470150004?reflink=desktopwebshare_permalink

<https://www.bloomberg.com/news/articles/2011-09-01/samsung-targets-pen-driven-galaxy-note-at-smartphone-tablet-gap>

[S Pen] <https://www.dailyherald.com/20120829/business/samsung-unveils-pen-equipped-phone-to-keep-lead-on-apple/>

Alliances & Partnership Senior Manager (Internet, Content & Fashion)

Mar 2006 — Aug 2008

Samsung Electronics

Global Alliance PM: Led to team up with great designers to come up with cutting edge concepts. Partnered with Giorgio Armani for the Armani/Samsung LCD TV and mobile phone.

[Strategy]

- Identified alliance opportunities and developed framework and KPIs.
- Strategized seamless device (Handset, MP3, IPTV)-software-content ecosystem and designed business models
- Developed mobile content strategy

[Operations]

- Directed global launch of partnership products establishing Samsung's leadership in design and technology
- Managed alliance project with a leading global content media group
- Defined segmentation and positioning through market research to introduce free music offerings with music labels

[Cross-Cultural Management]

- Led a multicultural team of managers and consultants for mobile content strategy projects
- Managed different types of agencies: consulting, product innovation, and research

Global Marketing & Product Manager, Mobile Solution

Jan 2005 — Feb 2006

Samsung Electronics

In charge of mobile Internet solution product management, communications & outreach with mobile service operators, consulting firms, and solution vendors. Identified partnership models and led strategic alliance with domestic & global carriers and cable MSOs in NA. Researching and analyzing present conditions and prospects of global mobile solution industry. Worked extensively for executives and with other divisions on market plans and future product definition of mobile solutions which will enable to move up in the mobile value chain.

Global Alliance & Business Development Manager, MVNO (Mobile Virtual Network Operator) Jun 2003 — Dec 2004

Samsung Electronics

Led presentations of Korean broadband market to leading global Telcos, media groups and US MSO cables seeking strategic alliances or partnerships. Successfully completed a consulting contract on MVNO with a newly branded US MVNO. Managed MVNO supporting system vendor (a wide variety of OSS/BSS solution providers in the U.S. and mobile data service solution in Korea) relationship and integration assurance. Analyzed global Telco & MVNO market dynamics and its related vendors, the whole system architecture of MVNO solution successfully proposed to US and European carriers. Refined and proposed Samsung's MVNO solution to established or planned US MVNOs. In charge of communications & alliances with US solution vendors and service operators

Product Project Manager

Jan 1995 — Dec 2000

LG Uplus

Product Manager of Korea's first Internet services, led a multi-functional group that developed innovative services including Korea's first Internet instant messenger program.

- Impact: paid subs increased 25% YoY in 2000.

With global partners including telcos, Cisco, Globalstar and Siemens, DACOM was selected as the best ISP in the Asia-Pacific region; Korea's first and leading on-line service provider (Chollian), the largest data center operation in Korea, providing broadband Internet, satellite, and fixed telecommunication services: in 1996 it subsidized Hanaro Telecom, a major High Speed Internet and local phone call services for residential customers in Korea.

DACOM was a founding partner in the Globalstar satellite telecommunications system alliance, which was established in the mid-1990s to provide global mobile satellite services.

EDUCATION

Carnegie Mellon University School of Computer Science

Master of Science - MS

Joint MBA/MS in Computer Science

Winner of CMU Practicum Year 2003

Led Practicum team to "THE best practicum project ever" as declared by CMU.

Carnegie Mellon University - Tepper School of Business

Master of Science - MS

IESE Business School

Entrepreneur Management Program

SKILLS

SaaS · Product Marketing · Strategic Partnerships · Mobile Devices · Product Management · Product Development · Marketing Strategy · Telecommunications · Business Development · Competitive Analysis · Artificial Intelligence (AI) · Big Data Analytics · Wearable Computing · Net Promoter Score · New Business Development · Financial Analysis · Digital Inclusion · Diversity, Equality, and Inclusion (DEI) · Diversity, Equity, Inclusion and Belonging (DEIB) · Hearing Aids · Business Analysis · Strategy · Analytical Skills · Management · Leadership · Customer lifetime value · Brand sentiment · Creative · Diversity & Inclusion · Gen ai · Data Analysis · Go-to-market Strategy · Project

Management · Cross-functional Team Leadership · Market Research · E-commerce · Wireless · Marketing · Mobile Internet · Mobile Communications