Simon Yoo

Senior Director, Corporate Strategy and Development

United States | LinkedIn

Strategy and corporate development executive with nearly two decades of experience in growth strategy, M&A, and product-led expansion across consumer technology, gaming, mobile, AI, and platform businesses. Currently leads corporate strategy and development for Western Digital's core HDD business and emerging technology ventures.

Experience

Senior Director, Corporate Strategy and Development Jan 2026 — Present
Western Digital *San Jose, CA*
Leads strategy and corporate development for the core HDD business and emerging technology ventures, covering competitive positioning, commercial strategy, and long-term growth priorities. Owns the full transaction lifecycle for acquisitions, joint ventures, divestitures, and strategic investments, and builds partnerships across hyperscalers, cloud providers, OEMs, and infrastructure software companies. Advises the executive team and Board through market analysis and financial modeling.

Senior Director (Principal), Corporate Strategy and Development Sep 2015 — Dec 2025
Samsung Electronics *Seoul, South Korea*
Began career in the corporate strategy and development group at Samsung Electronics.

Business Development & Partnerships Jan 2014 — Dec 2014
Concur Technologies *San Francisco, CA*
Owned multi-million-dollar partnerships end-to-end, from structuring and negotiation through closing and launch, expanding distribution and driving measurable revenue growth.

Senior Analyst, Corporate Strategy & Planning Jan 2011 — Dec 2013
Activision Blizzard *Santa Monica, CA*
Led long-range planning, annual operating planning, and forecasting for a global gaming business. Helped launch the mobile games division, evaluating studios and IP, building user acquisition and retention models, and running M&A target identification and diligence.

Marketing Jan 2010 — Dec 2010
Gaming and Interactive Entertainment
Marketing strategy, branding, social media, PR

Marketing Analyst Jan 2010 — Dec 2010
Masher Media *Los Angeles, CA*
Drove marketing, PR, and KPI development, and supported beta launch for a gaming startup, working across product, finance, and business development.

Financial Management Prorgram Jul 2007 — Dec 2009
General Electric *Various U.S. Locations*
Selected for GE's rotational finance program, completing rotations across FP&A, controllership, and commercial finance.

Education

University of California, Berkeley, Haas School of Business May 2015
Master of Business Administration - MBA

University of California, Berkeley May 2006
Bachelor of Arts - BA
With honors

University of Tsukuba
International Studies

Projects

Global strategy and investment roadmap, Samsung TV Plus
Oversaw the global strategy and investment roadmap for the platform, driving decisions across content, partnerships, and monetization.

Roadmap decisions driven by consumer research and user testing, Samsung Foldables Developer Ecosystem
Translated consumer research, user testing, and product analytics into roadmap decisions covering UX priorities, monetization, and ecosystem partnerships.

System integrator and distributor partnerships across APAC and EMEA, Samsung Smart Home Regional Partnerships

Built and scaled regional partnerships with system integrators and distributors, then handed off operational plans to local teams.

Skills

Operations Management · Strategic Planning · Go-to-Market Strategy · Investments · Strategic Partnerships · Business Development · Business Strategy · Financial Modeling · Leadership · Management · Corporate strategy · Corporate development · M&A · Due diligence · Valuation · Deal structuring · FP&A · Budgeting · Capital allocation · AI strategy · Generative AI · Machine vision · Advanced Excel · SQL · Tableau · AI agents · Automation workflows · Partnerships · Product strategy · Mobile games · Gaming · Korean · Japanese · English