

ECCK Webinar on the New Era of Omnichannel Digital Strategy

EVENT OUTLINE

The Power of Omnichannel Data in Korea to Provide Market Visibility and Business Decision Support: Recommendations for MNC Seoul offices

The founder and CEO of Datacrunch Global will share his insights on how to utilize internal and external data of the firm, to make profitable business decisions in a Korea specific context. This webinar will focus on new approaches of omnichannel models in Korea with specific success stories, to provide ideas to the MNC Seoul office to consider commissioning such models as a Seoul office led APAC initiative.

EVENT DETAILS

Date: Thursday, May 19, 2022
Time: 16:00-17:00 (Seoul Time: KST)
Venue: Online (link will be shared after registration)
Admission fee: Free of charge

SPEAKER



Dr. Eric Kim
Founder and CEO,
Datacrunch Global
Adjunct Professor,
Hanyang University

Dr. Eric Kim is the founder and CEO of Datacrunch Global, which is a leading AI & Data Science empowered Business Decision Solution Software provider. Datacrunch Global is well known for innovating market leading MNCs and global Private Equity Funds to maximize profits. He is an experienced Data Scientist and Management Scientist trained in the industry, government, and academia.

He is also an Adjunct Professor at the School of International Studies of Hanyang University, teaching digital strategy, entrepreneurship, and econometrics. Prior to transferring to the Division of International Studies, he was an Adjunct Professor at the Business School of Hanyang University.

He formerly worked at the Korean government's economic research arm as an economist focusing on tax policies, and at Andersen Business Consulting and BearingPoint as a business analyst earlier in his career.

He holds a Ph.D. in Management Engineering from KAIST and a MA and BS in Economics from the University of Missouri.

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- Kindly inform us of your attendance and cancellation by May 17.
- If you have any inquiry for the event, please contact event@ecck.or.kr (02-6261-2711).