

## **Eisenhower Fellowships – Northeast Asia Region Program 2006**

**Mr. UnSoo Kim**  
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**Seoul, KOREA**

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As a senior manager at Samsung Electronics, UnSoo Kim is responsible for overseeing corporate marketing strategy. He came to this position after his achievements in Samsung businesses in Indonesia and the United States. In Indonesia, Mr. Kim restructured the business during the 1997 Asia monetary crisis, taking the business from nearly zero revenue to \$100 million in two years. Under his leadership at Samsung Electronics America, he increased Samsung's market share of DVDs and camcorders from 2% to 10% in two years, placing it in third place by market share in the United States. Mr. Kim used his fellowship to explore American corporate culture to learn about corporate social responsibility, how to make a business competitive and innovative, and how government programs and regulations operate to protect consumers and maintain an even playing field for businesses.

Mr. Kim's fellowship observations fall into three categories – diversity of corporate culture, thoughts on innovation, and role of corporate social responsibility. In visiting global companies such as Coca-Cola, Anheuser Busch, Intel, Starbucks, and Google, he found that the older companies relied heavily on customer loyalty and brand marketing while the newer companies rely upon word of mouth and marketing that sells a cultural experience rather than a particular product. With regard to innovation, he found that American businesses create innovative business cultures because they encourage experimentation and allow for some failure. He learned that research and development should be driven by the user. Regarding corporate social responsibility (CSR), Mr. Kim determined that the issue for corporations is not whether or not to adopt CSR programs but how to implement appropriate programs. Since he learned that CSR is an important part of risk management and talent retention, he concluded that CSR should be adopted as a corporate strategy.

The highlights of Mr. Kim's fellowship included both professional and cultural exchanges. He was able to visit the Pine Ridge Indian Reservation in South Dakota and learn that life for the Native Americans in Pine Ridge is not as romantic as he had thought. While in South Dakota he enjoyed driving through the Black Hills National Forest and visiting Mt. Rushmore. He was able to visit USA Fellow Suzanne Ginger and her family to spend a little time on an American farm in Farmington, Illinois. His visit to the New York Stock Exchange, arranged with the help of USA Fellow Richard Moore, as well as a visit to the marketing department at the St. Louis Cardinals baseball team helped him understand two of America's greatest traditions.

In conclusion, Mr. Kim felt that his fellowship experiences were rewarding and fulfilling from both a professional and personal perspective. After his journey, he said, "Now I clearly see the changes in the direction of my life and I am bringing the experiences, values, and leadership that I have achieved in the program to my life and work in Korea."