

BOKYUNG KIM

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EDUCATION

- April 2006 – March 2011 TOKYO UNIVERSITY OF FOREIGN STUDIES** **Tokyo, Japan**
Bachelor of Arts, Language and Area Studies
Recipient of merit-based scholarships awarded by the Japan Student Services Organization and Tokyo University of Foreign Studies
- April 2008 – March 2009 HITOTSUBASHI UNIVERSITY** **Tokyo, Japan**
Credit Exchange Program, Faculty of Commerce and Management
Completed courses in Marketing (2 credits) and Corporate Leadership (4 credits)

WORK EXPERIENCE

- 2011-2025 MYNAVI GROUP** **Tokyo, Japan**
Japan's largest Job-matching platform and Advertising consulting firm with 14,500+ global employees and FY 2024 revenues of \$2Bn+
- Director, Community CSV Dept. (December 2023 - Present)** **Tokyo, Japan**
- Key Achievements:**
- Created new sustainable food products and employee benefits packages in collaboration with food companies, hotels and local farms
- Key Responsibilities:**
- Lead projects and market new products to enhance shared value creation in Japanese communities
 - Collaborating with confectionery, agricultural, and entertainment companies nationwide to promote sustainability initiatives
 - Support the marketing of an employee welfare and benefits package
- Chief Operating Officer, US Office (July 2021 - November 2023)** **New York, USA**
- Key Achievements:**
- Executed USD 10 million in asset deals in venture capital, HR tech, and prop tech
- Key Responsibilities:**
- Led the overall business development of the U.S. office, including market entry strategy, client acquisition, partnership development, strategic alliances, and operations
 - Executed the pivot project of the US office, transitioning from a Job matching business to an investment arm
 - Directed thorough research and analysis of potential investee companies with six team members
 - Created long lists of investment candidates, evaluated business divisions, and proposed to the board of directors and executed investments
 - Established and managed the New York office, overseeing all operational functions including Finance, Legal, HR, IT, Governance, Facilities, website administration, and meeting coordination
 - Coordinated between external specialized agencies and headquarters for corporate maintenance procedures and administrative duties
 - Prepared materials for and participated in monthly board meetings, creating reports and managing operational budgets
 - Reported critical business decisions and goals to the Board of Directors (Mynavi Japan)

- Directed collaborative projects with Mynavi Japan and other Mynavi Group companies for international career events, college job fairs, and employment events
- Created Employee Handbook and HR Policies, and oversaw human resources decisions, including interviewing, hiring, evaluating, promoting, and terminating employees

Director, Group Business Management Dept. (July 2019 - June 2021) Tokyo, Japan

Key Achievements:

- Pivoted and led the approval of a board member's decision to shift the target market focus to the United States
- Evaluated 100 European HR tech startups, leading to a successful investment in a Polish recruiting platform company
- Created global AI talent projection analyses and English-language company materials for overseas investment activities
- Established relationships with Austrian, Bulgarian, and French embassies in Japan
- Organized events promoting Japanese employment opportunities with professors from Cornell University, Georgetown University, and the National University of Singapore
- Conducted needs assessment surveys at 14 U.S. universities, collecting around 300 responses for new U.S. business planning by collaborating with Japanese course professors and partners

Key Responsibilities:

- Led business development initiatives, focusing on HR Tech industry in Europe and the USA
- Managed strategic plans to increase the corporate overseas investments value
- Conducted market research and analysis of HR Tech startups in Europe and the United States
- Developed networks relevant industry partners to gain insights on the startup ecosystem and identify business opportunities
- Supported inbound business opportunities by researching U.S. talent for Japanese employment services

Chief Executive Officer, Korea Office (October 2017 - June 2019) Seoul, Korea

Key Achievements:

- Led Mynavi Korea office to achieve revenue of USD 1,140,000 approx.
- Drove significant sales growth in the Korean Office: 134% in 2018 and 115% in 2019
- Expanded “Career in Japan Korea” service, increasing sales from USD 92,000 in 2016 to USD 320,000 in 2019 by an average of 56% year-on-year over five years
- Awarded Mynavi Award 2017, Director Division

Key Responsibilities:

- Managed the Korean branch of Mynavi Group, creating a four-department organization with 10 employees
- Oversaw all aspects of corporate administration, and general management
- Managed customer relationships by creating a Customer Relationship Management system
- Conducted high-level sales to Japanese subsidiaries in Korea and local Korean companies
- Managed the Korea office’s official website, enhancing functionality with job postings, applicant tracking, and a self-service portal for job seekers to update their profiles and resumes
- Led the establishment of business agreements for talent acquisition and career education with the Korea Trade Association, Korea Management Association, Ministry of Employment and Labor of Korea, Gyeonggi-do Job Foundation, and Human Resources Development Service of Korea
- Developed a new recruitment service for Korean employees in Japanese companies’ branches across the UK, USA, Netherlands, Vietnam, and Singapore

Chief Operating Officer, Korea Office (April 2016 - September 2017) Seoul, Korea

Key Achievements:

- Established and managed the Korean branch of Mynavi Group
- Developed local partners and established business collaborations with universities in Korea, Thailand, Singapore and the United States

- Established partnerships with eight overseas recruitment agencies and local partners, securing a USD 400,000 project bid for “K-MOVE”, a key national overseas employment initiative launched by the Korean government
- Established business partnerships with Korean government agencies and economic organizations, including the Embassy of the Republic of Korea in Japan, the Korean Ministry of Employment and Labor, Korea International Trade Association, Human Resources Development Service of Korea, and the leading job matching platform in Korea “Job Korea”

Key Responsibilities:

- Developed and implemented new business initiatives for the Korean market
- Developed the HR Policies and managed human resources decisions, including interviewing, hiring, evaluating, promoting, and terminating employees
- Presented key business strategies and goals to the Board of Directors at Mynavi Japan, while leading monthly meetings with board members
- Organized and managed approximately 100 overseas job information events and job fairs “Career in Japan Korea”, overseeing sales, advertisements, and operations
- Analyzed targets based on customer and job seeker needs surveys, providing end-to-end support from proposal to implementation for clients
- Managed schedules, budgets, and revenue for local events in Korea; developed exhibition and operation manuals; and prepared event reports
- Managed public relations campaigns, coordinating and facilitating on-campus job guidance and consultation events in Korea and the United States

Chief, Global Business Managing Dept. (June 2012 - March 2016) Seoul, Korea

Key Achievements:

- Launched “Career in Japan”, a new recruitment service targeting talent from Korea and Thailand
- Achieved 100% of recruitment targets in individual local selection events for large enterprises, including advertising agencies, internet companies, and chemical companies

Key Responsibilities:

- Led research and development of HR markets in Asia, specializing in talent acquisition
- Set up and managed the recruitment management system (Access On-Line)
- Engaged in public relations activities, planning and implementing on-campus job guidance and consultation sessions in Korea, Thailand, Singapore, Vietnam and Indonesia
- Managed schedules, costs, and revenues for local events in Korea and Thailand, creating exhibition and operation manuals, and preparing event reports
- Conducted sales promotion activities, including planning and executing global talent recruitment training sessions for internal sales teams, creating promotional materials, and supporting nationwide branch offices

Sales, Recruitment Platform Dept. (April 2011 – May 2012) Tokyo, Japan

Key Achievements:

- Ranked first in acquiring new clients among new employees in the first to third weeks of October 2011

Key Responsibilities:

- Led corporate sales for recruitment tools such as “Mynavi 2012” (a job search engine for new graduates), aptitude tests, and job fairs
- Managed job advertisement sales for new and existing clients
- Conducted telemarketing (50 calls per day) and in-person sales visits (three to five per day), overseeing a portfolio of 30 companies annually
- Performed consulting services for clients to optimize advertisements on the job search website and provided year-round after-service

Assistant, Product Development, CJ (December 2008 - July 2009) Tokyo, Japan

- Conducted research on new Japanese food products targeted by CJ Japan Corporation and created detailed documents outlining product features and unique points, translating from Japanese to Korean for the CJ Corporation headquarters team in Korea
- Procured and prepared product samples as requested by headquarters, ensuring timely packaging and shipment

Assistant, Ministry of Unification (October 2005- December 2005) Seoul, South Korea
(3-month contract within this period)

- Assisted with phone calls and document preparation in the Inter-Korean Economic Cooperation Division 1 at the Central Government Complex

RESEARCH EXPERIENCE

Survey on Japanese Employment Awareness

- Conducted research to identify talent acquisition opportunities for US graduates seeking employment in Japan
- Designed and distributed both online and offline questionnaires in collaboration with professors and building a partnership with a local HR company
- Collected responses from around 300 students across 14 U.S universities via Google Forms over a month period
- Conducted in-person interviews with students and professors at Cornell University, Georgetown University, George Mason University, and Boston University
- Research findings contributed to the strategic decision to establish talent acquisition for US graduates as one of three main business arms for the company's US office

The AI Talent Landscape: A Global Survey and Market Analysis

- Estimated the global population of AI talent by analyzing data from Element AI, LinkedIn, CompTIA, and Statista focusing on mid-career professionals specializing in AI
- Assessed the new graduate AI talent pool using the QS University Rankings, the Institute of International Education (IIE), and U.S. Citizenship and Immigration Services (USCIS) data on STEM graduates
- Identified North America as a key market, accounting for approximately 53% of the global AI talent pool, and pinpointed 126,259 new STEM graduates as potential candidates for AI job opportunities in Japan
- Findings were used as a reference marketing tool for the group business management department

HR Tech Investment Feasibility: Evaluating the U.S. & European Markets

- Conducted research on 400 HR tech startups receiving investment in the European and U.S. markets, analyzing their target countries and market trends
- Led a team of one member for the European market and six members for the U.S. market to explore trends in audience acquisition websites, as well as medium, large, and small enterprises and startups
- Focused on HR technology platforms, including review websites, resume creation websites, salary information platforms, and other audience acquisition- related tools
- Utilized Google Search, Similarweb, Crunchbase, Pitch Book, and IBIS World Report to compile a long list of around 100 companies in Europe and 300 in the U.S.
- Research efforts resulted in finalized investments in six companies, including a job-matching and assessment startup specializing in top tech talent and a venture capital firm

BOOK PUBLICATION

Authored and published, “Want to Work in Japan? All-in-One A to Z Guide to Succeed in Japanese Employment”, the first comprehensive guidebook for Korean job seekers pursuing opportunities in Japan <http://www.yes24.com/Product/Goods/70870011>

- First edition published and distributed across 49 sales locations in South Korea (approx. 4,000 copies)

ENTREPRENEURIAL EXPERIENCE

Founder & Manager, Ponyo House (September 2023 - Present) Tokyo, Japan

- Launched a guesthouse in Tokyo targeting Korean family travelers achieving a 72% occupancy rate and annual revenue of approximately USD 85,000, with a 92% net profit margin
- Manage the guesthouse's official website, Ponyo House on Naver Café, attracting an average of 4,500 monthly active users, with a 27% retention rate through engaging content on accommodation, local attractions (restaurant reviews, events) tourist sites, and study/ employment opportunities in Japan

PROJECTS & COMPETITIONS

Participant, Marubeni Business Contest (January 2025 – Present) Tokyo, Japan

- Participated and developed the “Montessori Education Platform for Kids” project with a friend, passing the first round of Marubeni Corporation's business contest
- Conducting surveys and research to refine the project for the next stage
- Marubeni Corporation:
One of Japan's largest general trading companies, with 326 subsidiaries and 164 affiliates, holding significant market shares in the cereal, paper pulp, and industrial sectors

TV GUEST SPEAKER ENGAGEMENTS

- Invited to speak live at the “Job Plus TV”, a public-interest channel TV operated by the Human Resources Development Service of Korea, an agency under the Ministry of Employment and Labor, producing content on careers, employment, and skill development
- Appeared in 34 episodes over one year, selecting topics, writing scripts, and providing insights on the Japanese labor market and business culture for job seekers
- Streamed on both TV and YouTube channel, accumulating around 10,000 views

CERTIFICATIONS

- Obtained Level 2 Vocational Counselor Certificate (2016)
Issued by the Korea Human Resource Development Service (HRD Korea), under the jurisdiction of the Ministry of Employment and Labor (MOEL), South Korea
- Obtained Certificate of Information Technology Passport Examination (2021)
Issued by the Information-Technology Promotion Agency (IPA), under the jurisdiction of the Ministry of Economy, Trade and Industry (METI), Japan
- Obtained Level 3 Certification in the World Heritage Certification Examination, issued by The World Heritage Academy (NPO)

VOLUNTEER EXPERIENCES

- Counseled around 100 students who visited Ponyo House and were interested in studying and working in Japan, providing guidance on education pathways, job opportunities, and cultural adaptation. Out of these, 9 students decided to pursue their studies and careers in the Japanese market
- Initiated and led a Korean language and culture class for 30 colleagues, conducting morning sessions before work to enhance their language skills

ADDITIONAL INFORMATION

Active member of The Board, operated by eWomen, Inc.

- In partnership with 50/50 Women on Boards (U.S.), which hosts Japan's largest diversity conference, International Conference for Women in Business (ICWB); contributed to raising awareness of Japan's gender gap index (ranked 118th out of 146 countries in 2024), and engaged in discussions on corporate diversity policies, including Japan's female executive representation goals (one per prime company by 2025, 30% by 2030)
- Attend 15-20 annual study sessions on diversity management, the relationship between the gender gap index and the business strategy, and supporting the active participation of female executives

Active member of the Women's Global Economic Conference

- Focus on increasing female and foreign executive representation, participated in monthly meetings with 30+ directors and engaged in discussions with women leaders from Japan, China, and Korea to share insights on corporate governance and international business
- Invited presenter at the Women's Global Economy Conference in Osaka, Japan (September 20, 2025)

Manager of Rally Women (<https://rallywomen.com/blog/>)

- Provide insights on HR trends, labor policies, and women's leadership in Japan through articles, reports, and community engagement

Member of the Brazilian Music & Dance Club

- Attended bi-monthly practices and an annual training camp
- Performed in on official show at a private company event

Languages

- Native in Korean
- Fluent in Japanese
- Business-level proficiency in English

TECHNICAL SKILLS

- Software & Platforms: Microsoft Office & Google G Suite
- Automation & Workflow Integration: Make.com
- Job Posting Platforms: LinkedIn, Job Korea, Saramin, Indeed, ZipRecruiter, Mynavi
- Talent Management: Access Online (AOL)
- Investment Databases: Pitch Book, Crunchbase, Seeking Alpha, Robinhood, Rakuten Securities, Similarweb
- Corporate Management Software: QuickBooks, Verizon Business, Corporate Bank Accounts (Chase Bank, JP • Morgan), Woori Bank Credit Card
- E-Commerce Software: Mercari, Shopify
- Social Media Platforms: Naver, Facebook, YouTube, Instagram, KakaoTalk, Line, WhatsApp, WeChat
- Content Aggregation & RSS Feeds: Inoreader
- Graphic Design Platform: Canva, Logo Maker
- Website Development: WordPress, Elementor
- FTP Software: FileZilla