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SUMMARY

Enterprise AI and cloud sales professional with 12 years across direct sales, solution advisory, and GTM operations in Korea. Proven new-logo and complex-account closing record, including 220% of annual sales target (KRW 10.2B revenue) and four new-logo analytics wins at Salesforce.

Currently own prospecting through close across a 500+ account territory spanning Samsung and LG affiliates, manufacturing, semiconductors, automotive components, logistics, and petrochemicals. Previously owned Korea demand management, APAC pipeline analysis, revenue forecasting, and executive QBRs at SAP while working daily with teams in India, Japan, Singapore, and Australia.

Hands-on builder and user of generative AI workflows across text, image, video, and audio, including GPT, GPT Image, Seedance, Kling, ElevenLabs, and Suno. Combine AI product fluency with enterprise discovery, use-case shaping, PoC orchestration, and executive communication to drive BytePlus adoption and revenue in Korea.

PROFESSIONAL EXPERIENCE

Salesforce Korea · Enterprise Corporate Sales Account Executive

Jun 2025 – Present

- Closed four new-logo Tableau contracts (Samsung Electronics Logitech, SL Corporation, Doosan Tesna, and Kumho Petrochemical) across logistics, automotive components, semiconductor test, and petrochemicals, with additional Samsung-affiliate deals in progress.
- Own end-to-end new-business sales across a 500+ account territory covering Samsung and LG group affiliates and manufacturing, semiconductor, and automotive-component companies, from prospecting and discovery through PoC and close.
- Built an agentic account-research and outbound-EDM system that cut per-account research from hours to minutes, continuously refining the motion as it scaled across the territory.
- Lead discovery with IT, data, and business leaders, translating analytics pain points into industry-relevant use cases, value narratives, and commercial next steps.
- Lead PoC-based engagements with Tableau implementation partners and Sales Engineers, aligning technical scope, success criteria, and business outcomes to support customer buying decisions.
- Navigate complex, multi-entity conglomerate structures, build stakeholder relationships, identify whitespace, and advance opportunities across evaluation, adoption, and commercialization.

SAP Korea · Sales Operations Business Partner Specialist

May 2023 – Jun 2025

- Owned Korea branch demand management, GTM operations, APAC pipeline analysis, and revenue forecasting for SAP Cloud ERP, working daily with India, Japan, Korea, Singapore, and Australia teams to align pipeline health and demand outlook.
- Orchestrated executive-level Quarterly Business Reviews (QBRs), consolidating Korea field inputs and APAC regional perspectives to support COO and leadership decisions.
- Designed and maintained KPI dashboards for pipeline coverage, conversion trends, and forecast accuracy, contributing to sustained 4x pipeline-to-target coverage.
- Led sales-planning enablement and pipeline analysis toward annual pipeline-generation targets.

SAP Korea · Solution Advisor Specialist

Jun 2022 – Apr 2023

- Supported Cloud ERP transformation in Korea, securing APAC funding and enabling on-premises-to-cloud transitions through structured consulting engagements.
- Partnered with marketing to identify and engage target customers through executive events, workshops, and account programs supporting Cloud ERP go-to-market alignment.

OTIS Elevator Korea • Major Account Sales Manager

Jul 2016 – May 2022

- Owned relationships across 100+ enterprise sites in retail, aviation, and financial services, managing executive and operational stakeholders across KRW 20B+ in total contract value.
- Exceeded 2021 annual sales targets by 220% (KRW 10.2B revenue) through cross-functional proposal structuring, commercial negotiation, and technical-scope alignment with branch and engineering teams.

Schindler Elevator Korea • Repair & Gain Business

Jan 2014 – Jul 2016

- Built revenue-stream analysis models in Excel and Visual Basic for structured executive reporting.
- Led a CRM digitization initiative for quotation processes, reducing quotation lead time and improving operational efficiency.

EDUCATION

MBA, Korea Advanced Institute of Science and Technology (KAIST) • Feb 2021

BS, Metallurgical Engineering, Yonsei University • Feb 2013

SKILLS

AI & Generative Media: GPT/agent workflow design, automated account research and outbound systems; hands-on text, image, video, and audio workflows using GPT, GPT Image, Seedance, Kling, ElevenLabs, and Suno; prompt engineering and AI coding agents

Enterprise Sales & GTM: new-logo acquisition, territory planning, discovery, value and ROI articulation, PoC orchestration, executive engagement, partner-led selling, stakeholder mapping, and outbound campaign design

Data & Cloud: Tableau, Microsoft Power BI, SAP Analytics Cloud (SAC), SAP Cloud ERP, Salesforce CRM; pipeline and forecast analysis, demand management, QBRs, executive reporting, and advanced Excel modeling

LANGUAGES

Korean (Native) • English (Business Fluent)

CERTIFICATIONS & HONORS

Salesforce Certified Tableau Desktop Foundations (Oct 2025)

Salesforce Certified Platform Administrator (Sep 2025)

Salesforce Certified Agentforce Specialist (Sep 2025)

AWS Certified Solutions Architect – Associate (May 2021)

Business Partner of the Year, SAP Korea (Jan 2025)

The Peak Innovator Award, SAP APAC Region (Nov 2023)

Together Award – Silver, OTIS Elevator (Jul 2021)

Leadership Award, KAIST Professional MBA (Feb 2021)