

# MICHAEL KYUNGMUN NAM

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## Executive Profile

***Highly accomplished executive with 27 years of experience providing fiscal, strategic, and operational leadership in challenging and dynamic environments.***

A results-oriented leader with a strong track record of performance in turnaround and high-paced organizations. Utilizes keen analysis, insights, and a team approach to drive organizational improvements and implementation of best practices. Possesses superior interpersonal skills and is capable of resolving multiple and complex issues in sales, human resources, legal, financial, and operations, while motivating staff to peak performance.

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## Skill Highlights

- Leadership & Staff Motivation
- Product development
- Business operations organization
- Employee relations
- Market research and analysis
- Global Marketing & Solution
- Customer-oriented & Management
- Human Resources & Leadership
- Staff & Customer-oriented Development
- Project Management
- Team Building
- Team Player
- Vendor Partnerships, Vendor Sourcing
- Global Sales
- Sales growth & Customer satisfaction
- Communication skills
- Strategic direction for promotion and Marketing & Advertising

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## Professional Experience

**Chief Executive Officer**

Nov 2020 to present 2023

**Korean Community Center** – Tenafly, NJ

- Successfully promoted and networked with stakeholders in Gyeonggi-do, Jeollabuk-do, Gyeongsangbuk-do, and Incheon.

- Refined the organizational structure to consolidate, streamline, and delineate necessary functions.
- Evaluated program performance by analyzing and interpreting data and metrics.
- Collaborated with the Executive Board and staff to develop and implement recommendations for service improvement.
- Led operational oversight and budgetary supervision for the entire organization.
- Orchestrated positive media coverage and stakeholder relations as the public face of the company.
- Interviewed, supervised, and motivated a team of 8 staff members to achieve optimal productivity.
- Initiated operational improvements using lean methodologies to drive efficiency and reduce costs.
- Achieved under-budget and on-time project management to adhere to project goals.
- Shaped solutions and approaches by leveraging trends in customer marketplaces and industries.
- Developed innovative sales and marketing strategies to facilitate business expansion.
- Led recruitment and development of strategic alliances to maximize utilization of existing talent and capabilities.
- Built up business by streamlining processes and trimming unnecessary positions.
- Developed fundraising campaigns and used results to communicate organizational value and generate promotional web content.
- Developed and implemented new strategies and policies in collaboration with executive partners to establish and achieve long-term business objectives, providing the company with strong and sustainable organizational leadership.
- Fostered new business through participation in initiating communications with prospective clients via phone and email.
- Oversaw business-wide changes to modernize procedures and organization.
- Oversaw daily administrative operations, including direct supervision, policy, and mission tasks.

**General Sales Manager**

Aug 2018 to May 2020

**Beauty plus Trading Inc.** - Moonachie, NJ

- Exceeded sales quotas consistently by strategically supervising and guiding the sales team while providing incentives to motivate staff to achieve sales targets.

- Monitored the performance of the sales team to ensure continuous improvement.
- Developed and maintained strong relationships with customers, identifying opportunities and strategies to increase sales.
- Managed, hired, and trained a high-performing sales and support team of 20+, maximizing overall profitability by setting benchmarks throughout budget development.
- Generated over 40% increase in sales revenue by defining goals and objectives. • Followed up with existing customers to generate new prospective buyers through referrals.
- Demonstrated excellent sales techniques and persuasive communication skills to meet personal sales objectives.
- Managed relationships with key accounts and led the account for the middle of the United States.
- Ensured that the store was adequately stocked with company products.
- Performed all duties of the Sales Manager or delegated responsibilities in cases of absence or emergency.
- Attended sales meetings and training sessions regularly.

### **Senior Director**

Dec 2016 to July 2018

#### **Gateaux Bakery Corp.** - Closter, NJ/USA

- Successfully led and managed a team of 50+ associates across 27 store locations, including the Coffee & Bakery category.
- Worked closely with the President and other managers to strategically drive profitability, operational direction, sales, category goals, and P&L.
- Provided direct oversight of operations, ensuring productivity, product quality, product knowledge, and sales growth across multiple locations.
- Implemented administrative FDA labeling/recipe standards, developed recipes, managed product cost/pricing, profit margin, marketing and sales strategies, and ensured operational data accuracy, revenue, profit margin, and compliance.
- Responsible for corporate data accuracy, retail pricing files, and cost files of the Bakery and Café categories.
- Mentored and supported store directors, department managers, and associates through open communication, trust, credibility, accurate data maintenance, and providing training tools and resources.
- Managed funding process, inventory/product purchasing, contract negotiations, rebates, and policies based on data analysis, market trends, and experienced judgment.

- Created and executed creative marketing strategies, private label product designs, and advertising initiatives to enhance brand loyalty and recognition.
- Organized and presented internal food shows, events, and education company-wide, showcasing merchandising techniques and product lines.
- Drove innovation by pursuing unique product lines, product development, emerging market trends, and building vital relationships with vendor partners.
- Developed and implemented training and education curriculum, course planning, and creation.
- Achieved annual increases, projected revenue, and profit goals consistently.
- Oversaw product and ingredient procurement/selection, direct purchasing, unique product/process development, assortment development, product testing, ingredient/supplier negotiation, agreement of contractual terms and conditions, piloting, and strategic implementation for business.
- Utilized decisive decision-making skills, including scorecard analysis (cost/performance), data reporting, business reviews, improvement initiatives, and strategic reviews.
- Implemented effective new accounts receivable and cash flow monitoring systems.
- Developed and maintained exceptional customer service standards.
- Optimized profits by controlling food, beverage, and labor costs.
- Opened a new store location and assisted in recruiting and training new staff.

### **Managing Director**

Feb 2011 to Mar 2016

#### **Boombeam INC (Tour Les Jours) - Fort Lee, NJ & Hartsdale NY/USA**

- Successfully facilitated the market entry of Tous Les Jours, a Korean franchise bakery, into the U.S. East Coast through effective negotiation and execution of a lucrative business deal.
- Advanced from Assistant Manager to Store Manager by completing a series of training sessions.
- Directed and supervised employees in sales, inventory-taking, and cash reconciliation.
- Analyzed marketing information and translated it into strategic plans.
- Built customer confidence by actively listening to concerns and providing appropriate feedback.

- Administered FDA labeling/recipe compliance, recipe development, product pricing, profit margin analysis, and marketing and sales strategies to ensure operational data accuracy, revenue, profit margin, and compliance.
- Directly responsible for corporate data accuracy, retail pricing file, and cost files of Bakery and Café categories.
- Mentored and supported Store Directors, Department Managers, and Associates at store level through open communication, trust, credibility, maintaining accurate data, and providing training tools and resources for perishable category throughout the company.
- Successfully opened a new store location and assisted in recruiting and training new staff.
- Delivered excellent customer service by greeting and assisting each customer.

**Director**

Jan 2006 to Feb 2011

**Gateaux Bakery Corp.** - Closter, NJ/USA

- Implemented and maintained efficient accounts receivable and cash flow monitoring systems across 35 locations, optimizing financial performance.
- Effectively scheduled and directed staff to maximize productivity and ensure exceptional customer service standards.
- Successfully controlled food, beverage, and labor costs to increase profits, and built sales forecasts and schedules to meet productivity targets.
- Collaborated with the Executive Chef to analyze and approve all food and beverage selections, ensuring quality and consistency across all locations.
- Regularly updated computer systems with new pricing and daily food specials, ensuring accurate and up-to-date information for customers and staff.
- Successfully opened a new store location and provided training and support to new staff members.
- Provided comprehensive training on store procedures and policies to all new managers.

**Marketing Director**

Jun 2004 to Jan 2006

**Korea Integrated Services Co., LTD** - Seoul, South Korea

- Managed staff and external agencies to develop and launch successful products in highly competitive markets.
- Worked closely with organizational leadership and the board of directors to guide operational strategy and achieve company objectives.
- Conducted in-depth research and account planning to generate insights and influence creative development for qualitative research learning plans.
- Managed promotions, sales analysis, trade shows, media purchasing, creative services, and PR, resulting in increased sales and brand awareness.
- Created award-winning programs, strategies, and sales tools from concept to completion, increasing team efficiency and effectiveness.
- Delivered regular status reports to stakeholders for budgeting and planning purposes.
- Successfully penetrated new markets and retail channels through strategic planning, competitive analysis, product concepts, packaging, pricing, advertising, collateral, promotions, trade shows, and communications.

**General Manager/PR, IR, Oversea Marketing**

Jul 1999 to May 2004

**Opicom Co., LTD - Seoul, South Korea**

- Spearheaded the development of strategic planning capabilities, organizational structure, and processes.
- Orchestrated the analysis and development of business cases, industry and consumer primers, and points-of-view. Identified customer needs through market research and analysis.
- Defined project and company vision, strategies, and tactics.
- Expanded product and company recognition in the national press to support the sales and marketing teams.
- Established and maintained cooperative relationships with representatives of community, consumer, employee, and public interest groups.
- Designed web and other content, including monthly newsletters and promotional calendars.
- Integrated the public and analyst relations programs with all company departments.
- Generated incremental revenue of \$13,000,000 over 2 years by upselling add-on services to existing customers.

- Researched, negotiated, implemented, and tracked advertising and public relations activities.

### **IT Sales Team Manager**

Mar 1996 to Oct 1999

#### **EZ Digital Co., LTD** - Seoul , South Korea

- Managed personnel to complete the project that sold 100,000 ISDN Modems to Hanaro Telecom end-of-life deadline.
- Directed field technicians to upgrade and support Cisco Access Points software and memory in 320 Hanaro Telecom stores to increase internet speed and productivity.
- Provided hands-on support to company personnel and various vendors to upgrade or install new equipment to support center and products. Defined project deliverables and monitored task status.
- Drafted action plans and led meetings with department executives to review project status and proposed changes.
- Collaborated with various vendors and business partners to improve their system monitoring capabilities to ensure support, stability, integrity, and availability to meet 24/7 defined SLA.
- Maximized the workload and personnel needs of the team and organizational unit to meet all project deadlines within budget projections successfully.
- Created and directed sales team training and development programs. Grew the number of customers by 220% in the first 2 years.

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## **Education**

### **Bachelor of Arts, Communications**

1994

University Of Washington - Seattle, WA, USA

Coursework in Business, Communications

Hansung High school - Seoul, South Korea

1988

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