

PROFILE

Assistant Product Manager with experience in product lifecycle management, cross-functional launches, commercial analytics, and portfolio performance across the Benelux market.

Experienced in translating market and sales data into actionable insights, coordinating international stakeholders, and driving process improvements. Currently pursuing an MSc in Business Information Technology Management.

EXPERIENCE

LG Electronics Benelux | Jan 2024 - Present

Assistant Product Manager, TV & Audio

- Managed commercial activities for approximately **200+ TV models and Audio products** across the Benelux market and around **15 retail and buying group partners**.
- **Coordinated the end-to-end Benelux launch of LG TV and Sound Suite**, managing timelines and cross-functional deliverables from planning through commercial rollout. (registration, pricing, forecasting, logistics, marketing, e-commerce readiness, retail displays, and performance reporting, supporting rollout successfully across retail channels in the Netherlands and Belgium)
- Maintained timelines, tracked deliverables, followed up on dependencies, and escalated risks across Sales, Marketing, Supply Chain, European Head quarters, and Korean Headquarters.
- Partnered with a data engineer to define business requirements and validate three Power BI dashboards used by **10+ Sales stakeholders** for sell-out, stock, market-share, and channel-performance analysis.
- Led a reporting transformation initiative that standardizing commercial reporting across three Business Units.
- Automated recurring reporting using OLAP, Google BigQuery, and Power BI, reducing preparation time from 30–60 minutes to 5 minutes.

WONDR Experience | Oct 2023 - Dec 2023

Digital Marketing Intern

- Coordinated content planning, production, publication, and performance evaluation across social media channels.
- Used **A/B testing** and engagement analysis to optimise content, increasing selected post views from hundreds to thousands.

LG Electronics Benelux | Jul 2022 - Jan 2023

Market Intelligence Analyst Intern

- Analysed product reviews, competitor activity, test results, and market developments for Product, Sales, and Marketing teams.
- Communicated actionable market insights to Benelux, European, and global stakeholders.

EDUCATION

University of Amsterdam (UvA)
Sep 2025 - Expected Mar 2027

MSc
Business Information
Technology Management

Hogeschool van Amsterdam (HvA)
Sep 2019 – Jul 2023

BBA
International Business

SKILLS

Product & Commercial

- Product Lifecycle Management • Product Launches • Portfolio Analysis • Pricing Analysis • Forecasting • P&L Analysis • Market & Competitor Analysis

Project & Stakeholder Management

- Cross-functional Coordination • Timeline & Deliverable Tracking • Stakeholder Management • Process Improvement • S&OP

Data & Tools

- Power BI, Excel, PowerPoint, OLAP, Google BigQuery, Jira, Confluence, Microsoft Copilot, SAP ERP, SPMS, Altair AI Studio

LANGUAGES

- Korean: Native
- English: Professional
- Dutch: Pre-Intermediate