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SUMMARY

Enterprise GTM professional who builds his own pipeline tooling. Twelve years selling and running go-to-market operations across Korea's conglomerate ecosystem, primarily Samsung and LG group affiliates and manufacturing, semiconductor, and automotive-component companies. Now building Claude-powered account-research and outbound systems to generate qualified pipeline at scale.

Currently an Enterprise Corporate Sales Account Executive at Salesforce (Tableau), a hybrid hunter role spanning outbound prospecting and closing, designing and executing outbound motions alongside BDRs across a 500+ account territory, with new-logo analytics wins at Samsung Electronics Logitech, SL Corporation, Doosan Tesna, and Kumho Petrochemical. Previously owned APAC pipeline analytics, demand management, and executive QBRs at SAP, and closed KRW 20B+ major-account deals at OTIS.

Fluent in the API-first, consumption-based model from selling cloud analytics and ERP transformation. Focused on building Anthropic's enterprise pipeline in Korea from the ground up.

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) spanning logistics, automotive components, semiconductor test, and petrochemicals, with additional Samsung-affiliate deals in progress.
- Design and run outbound pipeline-generation motions across 500+ accounts covering Samsung and LG group affiliates and manufacturing, semiconductor, and automotive-component companies, engaging IT, data, and business decision-makers to create new opportunities.
- Built a Claude-powered account-research and outbound-EDM system that cut per-account research from hours to minutes, continuously refining the outbound process as it scaled across the territory.
- Partner with BDRs to plan and execute outbound motions including EDM campaigns, cold calling, and sales plays, qualifying and converting leads into enterprise opportunities.
- Lead PoC-based engagements with Tableau implementation partners and Sales Engineers, aligning technical scope, success criteria, and use cases to support customer buying decisions.
- Navigate complex, multi-entity conglomerate account structures, identifying whitespace across evaluation, adoption, and commercialization phases.

SAP Korea · Sales Operations Business Partner Specialist

May 2023 – Jun 2025

- Owned APAC pipeline analysis, demand management, and revenue forecasting for SAP Cloud ERP, partnering with sales leadership to align pipeline health and demand outlook.
- Orchestrated executive-level Quarterly Business Reviews (QBRs), consolidating inputs across sales, presales, and regional stakeholders to support COO and leadership decisions.
- Designed and maintained KPI dashboards visualizing 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 via executive-level events, supporting Cloud ERP go-to-market alignment.

OTIS Elevator Korea · Major Account Sales Manager

Jul 2016 – May 2022

- Managed 100+ enterprise sites across retail, aviation, and financial services (KRW 20B+ in total contract value) within complex, multi-stakeholder environments.

- Exceeded 2021 annual sales targets by 220% (KRW 10.2B revenue) through cross-functional proposal structuring 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 & Automation: Claude Code (multi-agent workflows, MCP), automated account research & outbound systems, prompt engineering

Data & BI Analytics: Tableau, Microsoft Power BI, SAP Analytics Cloud (hands-on daily practitioner); pipeline & forecast analysis, demand management, QBR & executive reporting, advanced Excel modeling

GTM Systems: Salesforce CRM, outbound campaign design (EDM), lead qualification & routing

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)