



MANAGEMENT TRANSFORMATION · SINCE 1992

Youngchan Ahn Ph.D.

Professor, Dongguk University Graduate School of Business · Principal Consultant, Future Design

For more than 30 years I have taught and advised on management innovation, marketing, customer satisfaction and organizational culture at Samsung Electronics, LG, Hyundai Motor Company, Korea's four major commercial banks and public institutions. Today I translate AX (AI transformation), changing how organizations work with AI agents and generative AI, into language that executives and front-line teams can act on. Every lecture can be delivered in English.

Agentic AI · AX strategy

Business strategy

B2B marketing

Customer satisfaction · CRM

Culture · GWP

Safety management

New business development

Lectures in English

30+ years

Management innovation research and consulting since 1992

100+

Companies and institutions taught and advised

Korea's first

K-BPI, serious-accident response program, smart tourism city guidelines

KOR · ENG

Lectures in Korean and English (TPS training in English for overseas subsidiaries)

■ Current roles

- Professor, Dongguk University Graduate School of Business
- International Standards Expert, Korean Agency for Technology and Standards (KATS)
- Chief Judge, GWP Korea 100 Best Companies to Work For
- Advisory Professor, Saemangeum Development and Investment Agency
- Advisory Professor for AI city development, Korea Smart City Association
- Chair of External Relations, Korean Production and Operations Management Society
- Expert Member for smart factory consulting, Korean Standards Association
- TPS (Toyota Production System) instructor in English, GI Consulting

■ Education

- Bachelor's in Business Administration, Dongguk University
- Master's in Business Administration, Dongguk University Graduate School
- Ph.D. in Business Administration, Dongguk University Graduate School

■ Key achievements

- Developed the Korea Brand Power Index (K-BPI), the first of its kind in Korea
- Launched Korea's first serious-accident response and safety management program
- PM, Hyundai Department Store project, Korea's first CRM application
- Launched Korea's first B2B marketing strategy program
- Developed smart tourism city guidelines for the Korea Tourism Organization

■ Career

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|----------------|---|
| 2022 – present | Principal Consultant, Future Design |
| 2022 – present | International Standards Expert (KATS) |
| 2001 – 2021 | Program Director, BZeye School · Principal Consultant, BZeye Consulting |
| 2000 – 2001 | Marketing Executive, Medialand Co., Ltd. |
| 1999 – 2000 | Principal Consultant, Korea Sigma Consulting |
| 1995 – 1999 | Senior Researcher, Korea Management Association Consulting (KMAC) |
| 1992 – 1994 | Senior Researcher, Management Research Institute, Dongguk University |

■ Past positions

- Program Director and Head of I-Center, FKI International Management Institute
- Vice Chair, Awards Committee, Korean Academy of Management
- Board Member, Korean Academy of Organization and Management
- Adjunct Professor, Graduate School of International Studies, Hallym University
- Chief Judge, Hankook Ilbo Web Awards

Professor Youngchan Ahn

Lectures, advisory and public research inquiries

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Lecture topics

Executives · Team leaders · Staff

Agentic AI and Work Automation Strategy

How to sequence AI agents into the way your organization works.
Work automation with Custom GPTs and Copilot.

AX strategy talks for NongHyup executive officers, semiconductor companies with BCK Consulting Group (formerly BCon Korea) and Sae-A Trading Group

CEOs · Executives

Strategy Through Global Company Comparisons

Reading strategy through paired cases such as “Why Samsung Cannot Beat Apple” and GE vs. Siemens.

Touring lecture · Program director, CFO & CSO School, FKI International Management Institute

Services · Finance · Retail

Customer Satisfaction Management and CRM

MBNQA-based customer satisfaction management, satisfaction surveys and CRM strategy.

PM, Hyundai Department Store CRM project · Developed the Korea Brand Power Index (K-BPI)

Executives · Site leaders

Safety Management and Korea's Serious Accidents Punishment Act

Responding to the Act and managing safety with Fourth Industrial Revolution technologies.

Launched Korea's first serious-accident response program · Three years across all Hanwha E&C sites · Five years at the Central Fire Service Academy

Selected clients (partial)

Corporate Samsung Electronics · Samsung C&T · Samsung SDS · Samsung Fire & Marine Insurance · LG Chem · LG Electronics · Hyundai Motor Company · Kia · Hyundai Steel · SK Telecom · SK Chemicals · KT · LS Group · Hanwha Group · CJ · Lotte · Shinsegae · Kyowon Group · HiteJinro · Dongkuk Steel · Sae-A Trading · Hansae

Finance KB Kookmin Bank · Shinhan Bank · Woori Bank · Hana Bank · SC First Bank · NongHyup · Kyobo Life · Hanwha Life · Korea Financial Telecommunications & Clearings Institute · Mirae Asset Securities

Public Ministry of Land, Infrastructure and Transport · Gangwon Province · Korea Tourism Organization · Korean Standards Association · Korea Expressway Corporation · K-water · Korea District Heating Corporation · Korea Sports Promotion Foundation · Korea Labor Foundation · Central Fire Service Academy · National IT Industry Promotion Agency (NIPA)

Global DuPont · Siemens Healthineers · ASML · Chubb · IBM · Hitachi · L'Oréal Korea · KIS Wire Malaysia

Formats

- **Keynote** A single session for CEOs, executives or all staff
- **Workshop** Participatory sessions for team leaders and staff that turn organizational issues into an execution checklist
- **Program design** Program director for in-house MBA, leadership and expert programs
- **English lectures** For international staff and overseas subsidiaries

Public servants · Public institutions

Generative AI in the Public Sector

Hands-on training to raise public-sector productivity with ChatGPT, Gemini and Claude.

Lead professor, AI strategy program for senior Gangwon Province officials · AI lecture for Dongguk University staff

Sales · Marketing teams

B2B Marketing and Sales Strategy

Industry-specific B2B market analysis, market sensing and sales strategy.

Launched Korea's first B2B marketing strategy program · Samsung Electronics B2B sales expert program

HR · Leaders

Organizational Culture and Change Management (GWP)

Culture, leadership and change management that build a great place to work.

Chief judge, GWP Korea 100 Best Companies to Work For · GWP talks at many companies

Planning · R&D

New Business and New Product Development

Finding and planning new business opportunities with GE's NPI process and the CECOR framework.

Samsung Electronics new product and new business development program · Hanwha Group new business planning talks

Process

- Inquiry — audience, group size, dates and topic
- Briefing — learning goals and organizational context
- Lecture design — a tailored plan reflecting your organization's cases
- Delivery · follow-up — sharing results and next steps

Lecture and advisory inquiries

Share the topic, audience, group size and preferred dates, and I will reply.

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