

Cover Letter

1. Personal Values and Growth

I am a person passionate about solving problems and driving improvement. My career began with an interest in automotive service and has evolved into a role where I nurture talent and transform systems as a leader. Honesty, practical solutions, and continuous growth with the organization are the core values I uphold.

2. Career Background and Professional Strengths

I gained extensive expertise during my 15 years at BMW Korea as a technical trainer and training center head, where I specialized in technical education, curriculum development, managing national skills competitions, and global communication. At Bavarian Motors and Deutsch Motors, I implemented KPI-based field service management systems, improving both service quality and personnel operations.

Since 2022, I have been leading the Service Division at Ohjin Corporation, achieving:

- Three consecutive years of service revenue growth and loss reduction
- Introduction of digital sales tracking and dispatch management apps
- Securing service contracts with Starbucks, Nespresso, and Bi-Robotics

Furthermore, through strong collaboration with global manufacturers such as Thermoplan and Welbilt, I successfully addressed quality issues, supported on-site technical operations, and established education frameworks based on mutual trust.

3. Leadership and Organizational Culture

I value individual employee growth and open communication. To build direct relationships with field staff, I organized workshops and retreats, and introduced real-time feedback systems via Kakao Work. I believe that true leadership lies not in command, but in building trust and enabling self-directed responsibility within the team.

4. Motivation and Aspirations

I aim to contribute beyond managerial tasks—impacting organizational strategy, service operations, and customer experience. In today's evolving business environment, I am ready to lead digital transformation, global partnerships, and customer-centric initiatives, and bring greater value through my accumulated expertise.