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YeonJeong Kim is Director of Ad Business at Twitter Korea, where she oversees account planning, mobile marketing, and SNS Ad consulting for prominent global brands such as Hyundai Motor Company (Global HQ), KIA Motors (Global HQ), Samsung Electronics (Global HQ), LG Electronics (Global HQ), Nike Korea, and Coca Cola Korea, plus many more.

She has over 18 years of experience in 360° marketing & sales and brand management. Prior to joining Twitter she worked for Microsoft, adidas, Yahoo! Overture, and Korad.

She has a Master's Degree in Advertising & Public Relations from Korea University. Her publications include Exploring Value of Korean-Style-Blog's users: Using Laddering Technique.

