



Microsoft Korea

Hoon-Sang Kim, Enterprise Commercial Lead

Hoon-Sang Kim is the Enterprise Commercial Lead at Microsoft Korea, overseeing large enterprise business across the financial services, retail, manufacturing, energy and telecommunication industries.

With more than 27 years of experience in business strategy and new business development, Mr. Kim joined Microsoft Korea in 2022 after a distinguished career in both global consulting and leading Korean conglomerates.

Prior to Microsoft, he served as VP and managing director of CVC and business development division at GS Retail and LX International (formerly LG International), where he led digital business development, venture investments, and corporate growth initiatives. He spearheaded execution of new growth strategies for major Korean enterprises through investments in over 20 startups across Korea, Asia, and North America, while driving data/AI platform businesses and digital education initiatives.

Before his corporate leadership roles, Mr. Kim spent more than 17 years at global consulting firms, mostly with Accenture Korea, where he served as the Managing Director and Partner for Strategy Consulting in Korea. In this capacity, he worked with leading Korean conglomerates on digital transformation programs, from strategy through execution, across the telecommunications, electronics, and IT industries.

Career Highlights

- 2022 ~ Present, Enterprise Commercial Lead, Microsoft Korea
- ~ 2022, Managing Director, New Growth Division, LX International
- ~ 2021, Managing Director, New Growth Division, GS Retail & Home Shopping
- ~ 2017, Partner, Strategy Consulting, Accenture Korea
- ~ 2012, Consultant ~ Sr. Manager, Strategy Consulting, Accenture Korea
- ~ 2002, Consultant, Watson Wyatt & Company
- ~ 2000, Foreign Exchange Division, Daewoo Corporation
- ~ 1998, B.A. in Business Administration, Yonsei University