

Daeop Kim

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- **Core Competencies:** Product Management, User Experience (UX) Research, Artificial Intelligence, Project Planning, Team Management, Product Lifecycle Management (PLM), Go-to-Market Strategy, Innovation
- **Technical Proficiencies:** Design Thinking, Data Analysis, MVP Development, Strategic Design, Cross-functional Collaboration, Executive Presentation, Communication, Scenario Planning
- **Leadership & Management:** C-level Communication, Operational Planning, Quality Control, Budgeting, Streamlining Communication across teams (R&D, Design, Marketing)

Experience

Principal Product Manager, Mobile Experience, Samsung | Seoul, Korea | 04/2024 - Present

- Defined the product vision and strategy for AI Glasses, delivering MVPs within a year while ensuring user alignment. Currently leading the manufacturing process for delivery within the next year, and managing C-level presentations and productization for successful rollouts.

Principal Product Manager, Samsung Research America | Mountain View, CA, US | 11/2019 - 04/2024

- **As team manager:** Managed overall team operations of 150+, including project budgets and scheduling, saving 5% of the annual budget while maintaining an 80%+ project success deliver rate for four years.
- **As product manager:** Led projects of 45+ in developing new AI-centric devices, robots, and new devices for 4 years. Projects introduced at CES Keynote 2020 and they were promoted by media including 6M+ views of Youtube, achieved 15% higher viral of company.
- Played a key role in developing the concepts of products from scratch to go-to-market (GTM) strategy, which led to a 12% acceptance rate (usually <5% per year) of project proposals by biz division.

Principal Product Manager, Star Labs, Samsung | Mountain View, CA, US | 06/2021 - 09/2023

- Managed product strategy for an AI-based SaaS platform focused on artificial human visual models, contributing to GTM, core user journey, and product definition. The project successfully passed business tests for clients (Chevron, Deloitte, etc.) with company biz dev teams. Introduced at NRF 2024, and Fox News.

Senior Product Manager, Samsung Electronics | Suwon, Korea | 03/2013 - 11/2019

- Managed product design strategy and development for the globally sold Galaxy A8s, contributing to a 4% growth in mid-range models in 2019.
- Led company design strategy of advanced VR and AR devices. Responsible for new concepts prototypes using eye tracking and hand gesture recognition, and C-level communication.

Education

Ph.D., Industrial Design | Korea Advanced Institute of Science and Technology (KAIST) | 02/2018

M.S., Industrial Design | Korea Advance Institute of Science and Technology (KAIST) | 09/2006

B.A., Digital Media Design | Hongik University, Korea | 09/2004

Awards & Recognition

- Spark Design Award | For innovative upcycling product concepts of Samsung Afterlife. | 2022
- Best Paper Award | Recognized for web2.0-based collaboration in Human-Computer Interaction. | 2009