

Jungwook Lim  
Managing Director  
Startup Alliance Korea



Jungwook Lim is the managing director of Startup Alliance Korea, a non-profit organization founded in 2013 to foster Korean startup ecosystem by connecting entrepreneurs, startups, tech companies, and the government. Jungwook spent time working in Silicon Valley and Boston where he was the head of global business for Daum and the CEO of Lycos.

After several years of experience in high tech entrepreneurial environment, he moved to Seoul and established the Startup Alliance to share his knowledge and experience to help local startups in global settings. Although his skillset is vast, his greatest expertise is in IT technology and business perspectives in Silicon Valley and Japan. He also has an extensive social capital in IT industry in Silicon Valley, Japan and Korea.

Before his career as internet executive, he was a newspaper journalist in Korea. He worked at Chosun Ilbo, Korea's largest newspaper for almost 10 years. While there, he covered Korea's IT industry as a business writer. He also worked as director of Chosun.com, an online newspaper arm of Chosun Ilbo, managed online newsroom. He also established and became the CEO of the Chosun Ilbo JNS which operated Japanese online edition of the newspaper.

He is also well known blogger and influential Twitterer in Korea who has over 180k Twitter followers. He co-authored the book, 'iPad revolution'(2010) and translated 'Inside Apple'(2012) into Korean version. His columns frequently appear in various newspapers and magazines in Korea.

Jungwook holds an MBA degree from the Walter A. Haas School of Business, University of California, Berkeley, and earned a B.A. in Business Administration from the Hankuk University of Foreign Studies.

— Startup Alliance Korea —

Startup Alliance is a not-for-profit organization that supports a healthy startup ecosystem in Korea. Founded by the Korean Ministry of Science, ICT and Future Planning (MSIP). it is a network of Korean government, internet companies, investors, and internet-related associations. The primary aim of the organization is to help startups grow and go global by connecting people in startup eco-system.

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- Currently Managing Director of Startup Alliance Korea
- CEO, Lycos Inc(Waltham MA)
- Head of Global Business, Daum Communications Corp.
- CEO, Chosun Ilbo JNS (Japanese edition of Chosun Daily)
- Staff writer, Chosun Ilbo (Chosun Daily)
- MBA, Haas School of Business at UC Berkeley
- Blog: <http://EstimaStory.com>