

Koo Yul Kim

School of Sport, Tourism and Hospitality Management, Temple University

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EDUCATION

09. 2017 ~ Present **Temple University**, Fox School of Business, Philadelphia, PA

- Ph.D. in Business Administration
 - Concentration in Tourism and Sport
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09. 2011 ~ 05. 2013 **Ohio University**, College of Business Athens, OH

- Master of Sport Administration/ Master of Business Administration
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09. 2005 ~ 12. 2007 **University of Oregon**, Lundquist College of Business, Eugene, OR

- Bachelor of Arts in Business Administration
 - Concentration: Sport Business
 - Cum Laude
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03. 2000 ~ 06. 2005 **Kookmin University**, Seoul, Korea

- Bachelor of Business Administration
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PROFESSIONAL EXPERIENCES

09. 2017 ~ Present **Research Assistant**, *Temple University*

10. 2015 ~ 06. 2016 **Corporate Sponsorship Manager**, *Brion Sports Group*, Seoul, Korea

- Responsible for managing MLB corporate partnership for LG Electronics, while ensuring asset utilization and delivery on behalf of the client
 - Developed and executed new integrated sponsorship strategy for LG to achieve its business objectives including on-site activation at two MLB ballparks
 - Responsible for developing and proposing corporate sponsorship opportunities to potential clients
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05. 2014 ~ 08. 2015 **Ticket Sales Representative, *Texas Rangers Baseball Club, Arlington, Texas***
- Generated new business through cold calling and setting up ballpark appointments with potential customers
 - Responsible for servicing current and new season ticket, suite, and group accounts
 - Responsible for handling Korean community marketing
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01. 2014 ~ 04. 2014 **Sales & Ticket Service Staff, *Shell Houston Open, Humble, TX***
- Responsible for generating incremental revenue by making calls to past customers
 - Generated more than \$100,000 in incremental revenue by selling hospitality packages
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07. 2013 ~ 11. 2013 **Corporate Sales Staff, *Shriners Hospitals for Children Open, Las Vegas, NV***
- Responsible for generating new leads that can develop into new businesses
 - Assist in selling marketing and hospitality opportunities to potential clients
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02. 2009 ~ 09. 2010 **Director of Ticket Operations, *Eugene Emeralds Baseball Club, Eugene, OR***
- Managed 350+ season ticket and mini-plan accounts, and created 50+ new clients by cold calling
 - Trained 2 interns and 6 game-day ticketing employees, and supervised them in performing high level of customer service on a daily basis
 - Communicated and interacted with other departments to implement and coordinate programs to maximize revenue
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05. 2008 ~ 09. 2008 **Promotion & Ticket Sales Intern, *Eugene Emeralds Baseball Club, Eugene, OR***
- Performed the promotional activities during 2008 season, including pregame set-up, preparation and distribution of promotional items at the gate, and on-field game promotions
 - Coordinated two major promotions including outreach to little league teams and at-risk youth organizations

RESEARCH INTERESTS

Sport Ticket Pricing Strategy

Consumer Behavior in the context of sport event tickets

Revenue Generation aspect of sport franchise/leagues

RESEARCH

Referred Conference Presentations

Lopez, C., **Kim, K.**, Drayer, J.(advisor), & Jordan, J. S. (advisor). (2018). What's the Difference? Spending between mass participation sporting event first-timers and repeaters. Presented at *the North American Society for Sport Management*, Halifax, NS, Canada.

EXTRACURRICULAR ACTIVITIES

- 10. 2013 Interpreter, Jack Nicklaus Golf Club Korea, Presidents Cup, Dublin, OH
- 10. 2010 Media Relation Volunteer, LPGA Hana Bank Championship, Incheon, Korea
- 07. 2007 Tryout camp Volunteer, United Basketball Academy, Eugene, OR
- 2006 ~2007 University of Oregon Sports Business Club, Member, Eugene, OR
- 10. 2013 University of Oregon New Student Orientation-Volunteer, Eugene, OR