

John (Junghun) Kwag

301 Executive Park Blvd., Unit 518, San Francisco, CA 94134

Phone: 415-846-6115

E-mail: johnnyprozac@gmail.com LinkedIn: <http://www.linkedin.com/in/johnkwag>

Work Experience

Founding Team, KarFarm Inc.

September 2012-May 2013

- KarFarm is an automotive startup that provides the consumer with a reverse auction where dealers are selected by them and compete for the best deal. For dealers, these are live sales opportunities which are completed with more transparency and efficiency than any other service.
- Have occupied multiple roles within this startup from fundraising, investor relations, product development, project management, business development, to sales

Consultant, ChannelBreeze Inc.

August 2011-

- ChannelBreeze is a startup funded by BlueRun Ventures which has focused on social and mobile consumer e-commerce services. Their most popular service is Zigbang, a mobile based real estate service.
- Advise ChannelBreeze on overall design, UX, marketing, monetization, global business strategy, and business development.
- Source potential partnerships, licensing, and acquisitions
- Provide market data, perspective, analysis, and actionable recommendations

Global Team Lead Manager, Touchring Inc.

August 2010-February 2011

- Managed all global facing design, localization, transaction, operations, marketing for cloud based social VOIP platform Touchring
- Led all aspects of Touchring's Series B funding round, personally handling all documentation and pitching
- Responsible for the recruiting, staffing, managing, and training of all global team members

Co-Founder/Director of Operations, Second Wave Games

December 2009-May 2010

- Co-founded social games development company, Second Wave Games
- Oversaw development of a Facebook based social game, *Princess Academy*
- Oversaw staffing, hosting, resource allocation, and development schedule
- Responsible for monetization strategies and transaction systems, partners, and operations

Project Manager/Game Producer, OGPlanet

May 2009-August 2009

- Responsible for overall coordination of development, scheduling, operational, technical, marketing, and business development aspects of *Rumble Fighter Europe* and *Lost Saga* game service.
- Sourcing Manager for OGPlanet.
- License Agreement and Term Sheet authorship and analysis.

Publishing Production + Global Brand Team, Webzen Inc.

Jan.2008-May 2009

- Responsible for milestone evaluation, publisher QA testing, business model strategy, operational process development. Ensuring that development efforts are meeting publisher requirements as well as market needs.

- Responsible for overall launch marketing campaigns for Webzen's games with Real Time Worlds and Red 5 Studios. Also handled benchmarking, sourcing, RFPs, vendor relations, and launch event planning
- Collaborated on formulation of appropriately localized business models, necessary service infrastructure, and public relations strategies.
- Main contact point for business partners such as Intel and Nvidia.

IR Team Manager/ Global Service Project Manager, Freechal Inc.

Jan. 2007-Oct.2007

- Was responsible for strategy, implementation, and oversight of Freechal's funding drive. Authored business plan documentation, handled all communications, planned presentations and was the company's spokesperson in face to face meetings.
- Pushed for and developed from the conceptual stage a global version of the online personal media platform. Managed an interdepartmental task force through planning, design and programming stages.

Global Team Manager, Joymax Inc.

Dec. 2005 – Jan.2007

- Was responsible for all aspects of the global operations of Joymax's MMO , Silkroad Online. From operations, to B2B licenses and contacts, to backend infrastructure and support services, to marketing, and finally localization efforts.
- Managed backend transactional systems, operational procedures, and training of staff.
- Primary liaison between the Korean headquarters and US office. Handled communication and oversight on behalf of Joymax Korea

E-2, Republic of Korea Army.

February 2003 – April 2005

- Platoon leader. Responsible for training, task assignment, resources, and assessment.
- Training concentrations were in communications and logistics.

Portfolio

Touchring

Touchring VOIP Platform (<http://www.touchring.com/main.ring>)

DEMO Fall 2010 Conference (<http://www.demo.com/alumni/demo2010fall/219498.html>)

Second Wave Games

Princess Academy (http://apps.facebook.com/princess_academy/)

OGPlanet

Lost Saga (<http://lostsaga.ogplanet.com/>)

Rumble Fighter (<http://rf.ogplanet.com>)

Webzen

Firefall (<http://www.firefallthegame.com/>)

APB (<http://www.gamersfirst.com/apb/>)

Freechal

Freechal Q (<http://q.freechal.com/>)

Joymax

Silkroad Online (<http://www.silkroadonline.net>)

Educational Credentials

- 1) Masters of Fine Arts degree, Game Design, in progress, Academy of Art University (San Francisco, CA)
- 2) Bachelor of Arts Degree, English Literature, February 2005, **Sogang University** (Seoul, Korea)
- Freshman & sophomore year was completed at **Bates College** (Lewiston, ME), International Relations / Drama
- 3) High School diploma obtained from **Seoul International School** (Seoul, Korea) , June 1995

Skills

Computer: C++, C#, Maya, AS3, UDK, Unity3D. Adobe CS 5.5 (Illust/Flash), online payment systems management, software localization tools. Perforce- type project management tools.

Financial: VC/Angel funding processes, business plan formulation, monetization (microtransaction/payment)

Corporate: Start-up management experience, Operational oversight, Publisher-Developer Agreement evaluation, Business Development acquisition & management

Language: Bilingual in Korean and English.