



Nack-Hoi Kim

Nack-Hoi Kim has served as Chairman of Korea Federation of Advertising Associations since April 2019. For over 40 years, he has been recognized as an influential leader in Korea's advertising industry, developing and executing customized strategies and creative advertising campaigns across a wide variety of industries. He has won national and international recognition for his work, including such prestigious awards as the Clio and the Cannes Lions as well as two Korea Advertising Awards. Before becoming Chairman of Korea Federation of Advertising Associations, he was President and CEO of Cheil Worldwide Inc. from 2007 through 2012.

Mr. Kim has also held a number of other important posts in the advertising industry. He served as Chairman of the Korea Association of Advertising Agencies from 2010 through 2011 and as Director of Confederation of Asian Advertising Agency Associations from 2011 through 2012. He contributed to 2007 Ad Asia Jeju as vice chairman of organizing committee. He also served on the Presidential Council on Nation Branding for Korea from 2011 through 2012.

As an invitation professor, Mr. Kim has been engaged in teaching students at Sogang University's School of Art and Technology since 2012. He wrote and published

Advertising Kingdom in 1992, and has co-translated several other books in the Korean language including Brand Marketing Made Easy and Word of Mouth Marketing

2008 Marquis Who's Who has decided to register his name and stated that years of dedication and hard work can bring him a level of success that is truly noteworthy and his credential has earned him a place some of the most influential and accomplished individuals in the world.

Mr. Kim has a bachelor's degree in Mass Communication from Sogang University and a master's degree from Hanyang University's Graduate School of Journalism.