

Hyunjung Bae, Ph.D.

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Who I am

A consultant with three decades of experience in designing, executing research, analyzing data for human behaviors & attitude, using both quantitative and qualitative research methods, semiotics, cross cultural communication, interdisciplinary solution, true empathy and passion for better human community.

Expertise

Brand Strategy | Positioning | Key Message Development | Quantitative and Qualitative Research | Program Evaluation & Assessment | Interdisciplinary Program Development | Cross-Sectors Collaboration

Skills

Research design | Data analysis , Contextual Analysis, Focus Group, Ethnography, Semiotic Analysis | Insight Translation | SPSS | Adobe Photoshop | Prezi, Keynote, PPT | Fluent in Korean and English, Working knowledge of French, Basic understanding of written Chinese

Experience

Consultant in Marketing & Planning

1996 to Present

As a consultant in marketing and planning, my main interests are research and evaluation of programs and products. Projects usually include the entire span of strategic planning process and marketing activities. Clients include...

Taproot Foundation | Voqal.org | Arts & Business Council of Chicago | Center for Cross Sector Collaboration | US Census Bureau | Sears | State of Illinois, Center for Management Service | Museum of Contemporary Photography | Motorola Communications | American Red Cross | Walsh Gallery | Kraft Foods, Inc.

Project Examples are...

- Hamilton Family Homes: Conducted qualitative research, analyzed the data, developed brand strategy, led workshop for board members for new positioning, trained staff for key messages.
- EPATT (East Palo Alto Tutoring program): Evaluated the quantitative data, collected qualitative data, developed measurement procedure, designed performance dashboard and trained the staff.
- US Census Bureau: Designed cross-cultural instrument. Developed bi-lingual interview protocol, Supervised fieldwork, interpreted the findings.
- Kraft Foods, Inc.: Profiled consumers by market segments and brands, identified main drivers, made recommendation for consumer-oriented marketing decisions. Designed and executed evaluation of an on-line grocery-shopping program. Designed and delivered a statistical training program for internal analysts. Designed a fully automated Early Alert System for consumer call database.
- American Red Cross: Designed and conducted an external assessment for the marketing department. Compilation of secondary information on agency effectiveness, interpretation of secondary data from local chapter service log, long-term trend analysis, and recommendations

for strategic planning.

- Sears: Evaluated performance of the data mining system of children's clothing division.
- State of Illinois, Center for Management Service: Designed and delivered a series of marketing and planning seminars for small business owners, Business Enterprise Program for Minorities, Females & Persons with Disabilities.
- Museum of Contemporary Photography, Columbia College: Coordinated bilingual multimedia exhibition.
- Motorola Communications: Competitive market analysis for a SmartCard product. Planned the study, collected and analyzed qualitative and quantitative data, and made recommendations for a product road map. Recommendation was used for a market climate research plan.

MARKETING MANAGEMENT

Division Manager, SPSS, Inc.

1996 - 1998

Spearheaded the marketing of high-end statistical products for the professional statistician market. Responsible for product planning, marketing planning for domestic and international sales offices, public relations planning, coordination of training for technical support staff, supervision of marketing communications material production, product launch, and ongoing marketing support for international offices.

Analyst, Internal Consultant

American Red Cross, Marketing Department and Planning & Quality Department

1994 - 1996

Responsible for all phases of marketing research, program evaluation, market segmentation, customer satisfaction, and developing marketing plans for service units. Hired and managed consultants, carried out pilot procedures. Designed and implemented various need assessments including a training curriculum for the paid and volunteer staff.

Director, Marketing Communication & Corporate Relations,

Samsung Software America (Andover, Mass.)

1991 - 1993

Led conversion of R & D unit into P&L center. Deigned and implemented marketing & sales department. Designed and supervised the Technical and Sales support system; Supervise and trained staff; Coordinated corporate communications with HQ in Asia and U.S. offices. Planned and launched product marketing initiatives for high-end UNIX software. Produced creative materials for marketing and sales. Managed advertising, PR, and trade show activities (Advertising pieces selected as the Most Memorable Ad of the Year by UNIX Today);

HIGHER EDUCATION

Faculty / Program Director of Marketing Studies/ Chair of Curriculum Committee

Columbia College of Chicago,

Marketing Communication Department

1995-Present

- Created and taught courses from foundation level to applied studies level. Designed and conducted both primary research as well as consulting project to other departments. Developed and delivered various training workshop for faculty and staff.

Research Fellow at University of Illinois Hospital, Department of Psychiatry and The Center for Human Resource Management Research
1993 - 1995 & 1989 – 1990

- Developed and conducted studies of the effect of incentive plan on blue-collar worker productivity. Conducted data analyses. Made presentations to the Consortium of Management Research (FedEx, Caterpillar, PepsiCo, Abbott).
- Coordinated various aspects of longitudinal studies funded by NIH and NIMH; Designed instruments for studies on substance abuse among medical students and physicians, Oversaw data collection, reduction, analysis, and interpretation on socioeconomic variables, Analyzed the data on the mental health issues among medical student population and their career decision-making process, Prepared the presentation for grant renewal.

Education

Columbia College Chicago	Chicago, IL	B.F.A.	Fine Art Photography
University of Illinois Chicago	Chicago, IL	Ph.D.	Social Psychology, Specialty in Cross-Cultural Methodology
University of Illinois Chicago	Chicago, IL	M.A.	Sociology
Ewha Women's University,	Seoul, Korea	double B.A	Sociology, French Language & Literature

Selected Publications & Presentations

- 2012 Good Bye Alexandria, Hello Libraria: Changing role of Library in Students College Experience. Paper presented in the 4th International Conference on Education and New Learning Technologies, published in IATED www.edulearn12.org
- 2011 Collective Consumption: Curious Case of the Resurrection of Vinyl Purchase among Young Consumers (in collaboration with Margaret Sullivan). Paper presented in the 1st International Colloquium on Global Design and Marketing.
- 2011 Semiotic Analysis of Vinyl Packaging (in collaboration with Margaret Sullivan) Paper presented at the 18th international conference on Recent Advances in Retailing and Services Science, EIRASS (European Institute of Retailing and Services Studies)
- 2010 The Wikiest Link, Intentionally Informal Use of Social Networking Site in post-class discussion. Paper presented in Symposia at the 11th ELIA (The European League of Institutes of the Arts) Biennial Réseaux sociaux émergents et nouvelles formes d'éducation
- 2010 Review of Fred Niblo's " Ben-Hur, A Tale of the Christ" for Silent American Classic series *Cine-File* <http://cine-file.info/list.htm>
- 2010 "Values-in-Action 24 Character Strengths Inventory, Academic Achievement, and Student Satisfaction Among Arts and Non-arts College Students (with K. McCarthy) presented at Challenging the Curriculum: Exploring discipline boundaries in art, design and media": the 5th International Conference of Centre for Learning & Teaching in Art & Design (University of Arts London)
- 2009 The Perception of Imagery of Compact Disc Cases and Vinyl Record Covers: A Content Analysis (in collaboration with Margaret Sullivan and Antje Cockrill). Paper presented at the 16th annual conference of EIRASS

2009 Review of Jacques Demi's "Les Parapluies de Cherbourg" French Modern Classic Revival Series *Cine-File* <http://cine-file.info/list.htm>