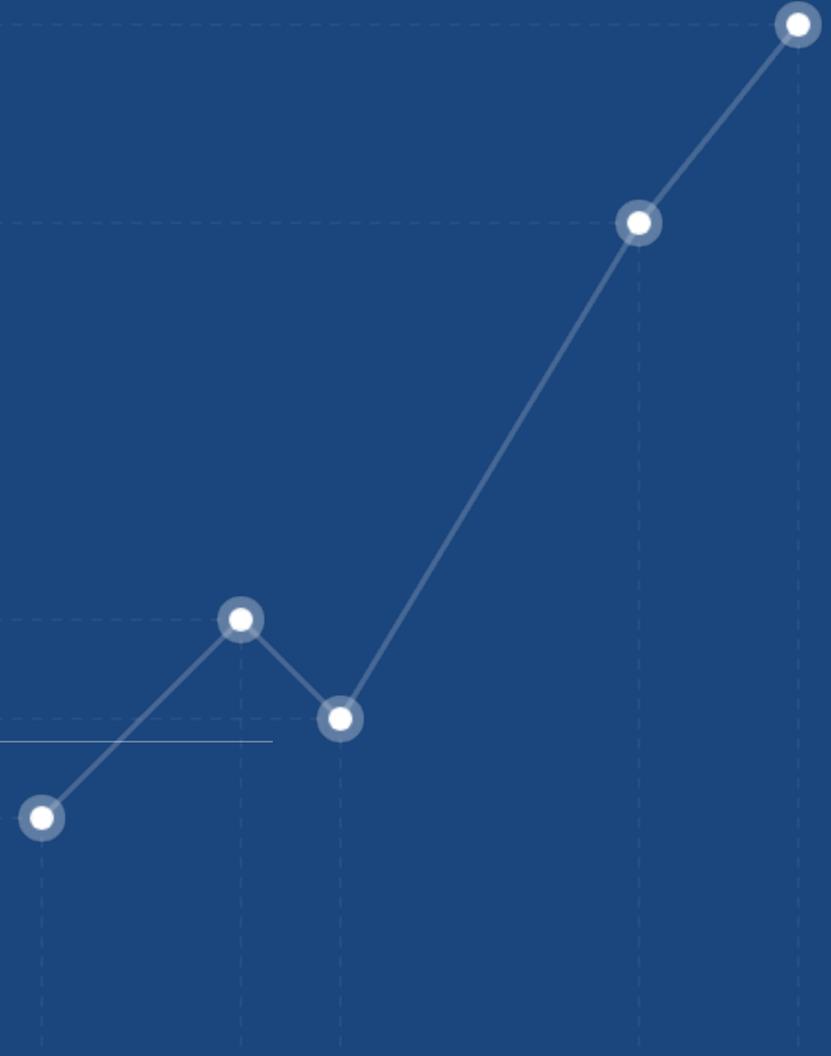

39 Years of Innovation

TJ Baek (Tae Joo Baek)

From R&D Engineer to Global Business Leader

CONSTRUCTION EQUIPMENT INDUSTRY • THREE CONTINENTS



Career Timeline 1985–2024



Total Experience: 39 Years

Across 3 Continents (Asia, America)

— Educational Foundation



1982

Bachelor's Degree

Pusan National University
Major in Mechanical Engineering



1984

Master's Degree

Korea Maritime University
Major in Mechanical Engineering



2024

Lifelong Learner

Continuous Education
Learned Python Programming at age 64

— Phase 1: Engineering Roots (1985–1992)

1985 – 1990

Hyundai Heavy Industries

R&D Engineer (Ship Engine Div)

1990 – 1992

Samsung Heavy Industries

R&D Manager



Key Technical Achievements



200+ Computer Programs Developed

Created extensive software solutions for engineering analysis and structural design optimization.



Engine Performance Testing

Conducted rigorous performance analysis and exhaust gas testing for large-scale ship engines.



Field Testing of Equipment

Led field verification tests for construction machinery to ensure reliability under real-world conditions.

— Phase 2: America Expansion (1992–2000)

1992 – 1998

Samsung USA

Product Marketing Senior Manager

1998 – 2000

Volvo North America

Senior Manager



Strategic Transformation & Growth



Product Marketing Leadership

Led comprehensive product marketing strategies, driving brand awareness and market penetration in the competitive North American market.



Engineer-to-Marketer Transformation

Successfully transitioned from technical R&D roles to commercial leadership, leveraging engineering expertise for impactful marketing.



Global Market Understanding

Gained deep insights into Western business practices and customer needs, laying the foundation for future global leadership roles.

Phase 3: Asia Market Pioneer (2000–2005)

2000 – 2005

Marketing Manager

Volvo East Asia (Singapore HQ)

100+ Visits

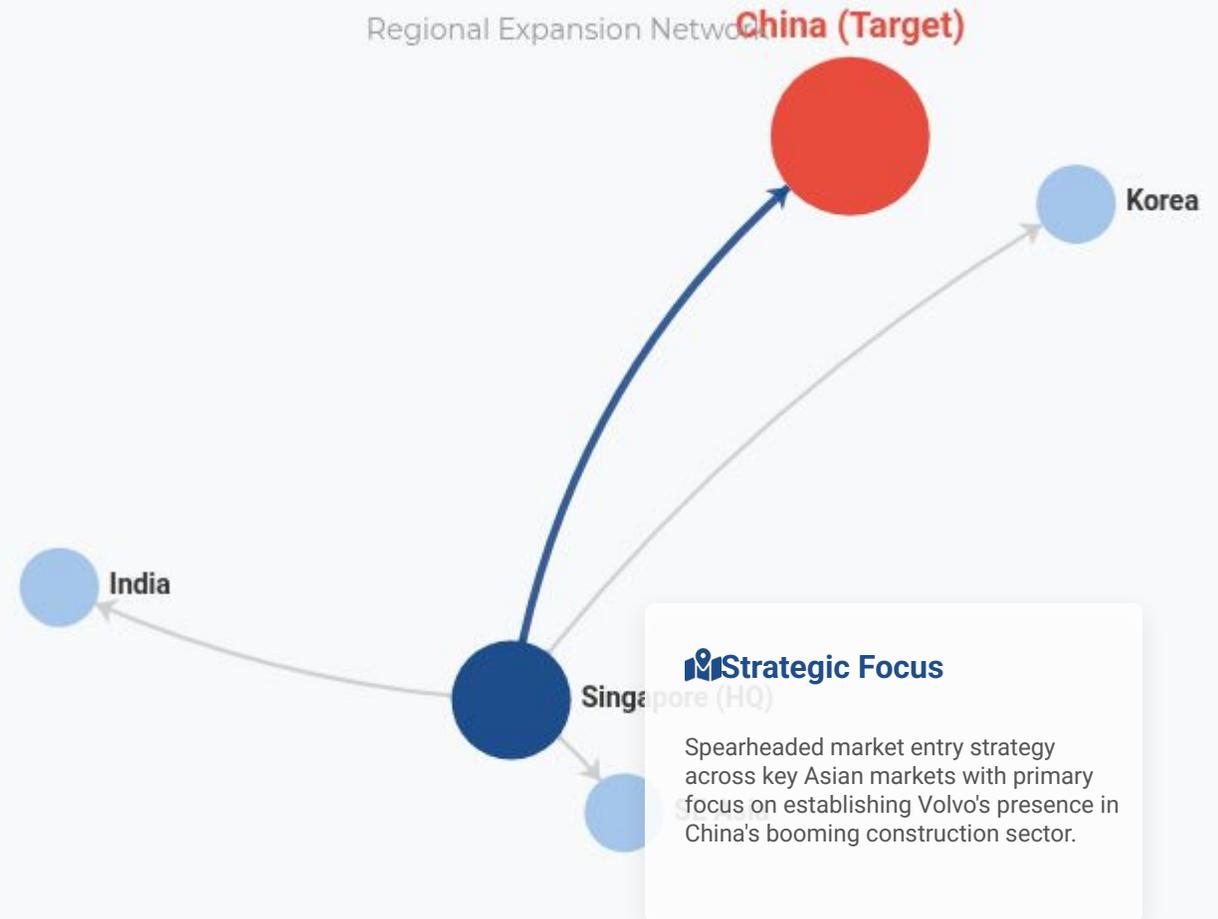
To China Market for Customer Seminars

Sales Growth Achievement

ZERO → THOUSANDS 

Units Sold (Market Breakthrough)

Regional Expansion Network



Strategic Focus

Spearheaded market entry strategy across key Asian markets with primary focus on establishing Volvo's presence in China's booming construction sector.

Phase 4: Multi-Country Leadership (2005–2017)

2005 – 2017

Business Director

Volvo Construction Equipment (East Asia)



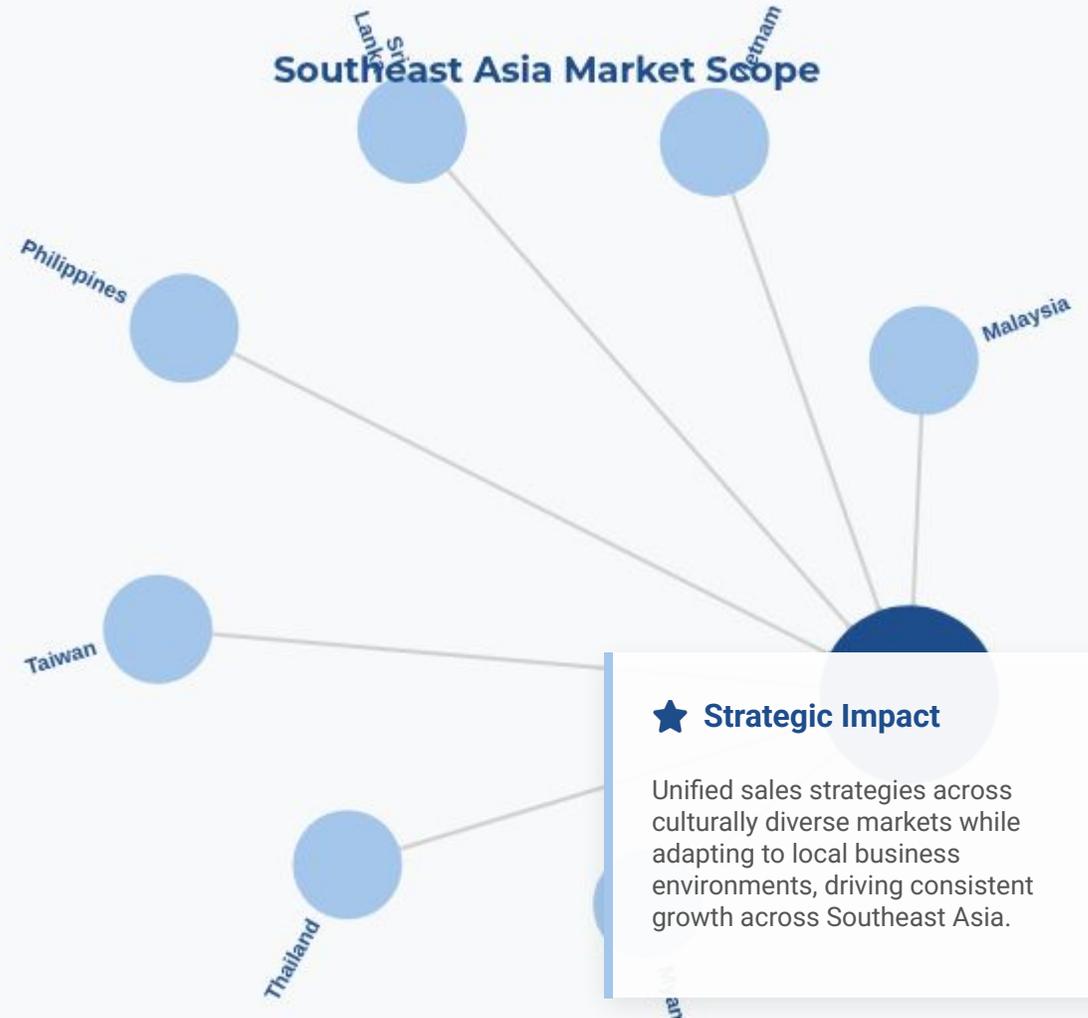
Managed operations across 7 distinct countries simultaneously



Served as Director of Volvo Malaysia operations (2005-2007)



Strategic Dealer Network Development across diverse markets



— Phase 5: Digital Transformation Leader (2017–2024)

2017 – 2024

Director, Productivity & Retail Development



Retired on May 17, 2024

Celebrating 34 Years of Dedication
with Samsung & Volvo CE



Digital Services Across Asia

Led the strategic rollout of connected machine services and digital customer interfaces across the Asian region.



Productivity Solutions

Developed and implemented data-driven productivity improvement programs for key accounts and dealers.



Future-Ready Leadership

Prepared the organization for Industry 4.0, bridging traditional heavy equipment with modern digital capabilities.

— Key Achievements Dashboard



39

YEARS EXPERIENCE

Total Career Journey



200+

PROGRAMS

Software Developed



100+

CHINA VISITS

Market Pioneer



7

COUNTRIES

Managed



3

CONTINENTS

Asia, N. America, Europe (Biz)



34

YEARS LOYALTY

Samsung & Volvo Combined

Career Transformation Journey



R&D Engineer

Technical Foundation



Product Marketing

Market Understanding



Business Director

Operational Leadership



Strategic Leader

Vision & Strategy

SKILL EVOLUTION

Technical Excellence



Commercial Acumen



Leadership Excellence

— New Chapter: T&Young (2024–Present)

T&Young

Management Consulting

President & Founder

*"39 Years of Experience,
Now Empowering Others"*

Management Consulting Services



Corporate Strategy



Product Development



Marketing & Sales



Information Technology



Operational Improvement

CORE VALUES & VISION



Innovation



Adaptation



Leadership

Technical Excellence • Global Perspective • Market Pioneer • Lifelong Learner • Strategic Thinking

Let's Transform Your Business Together

baek.tj@gmail.com