

# **Yoonhyung Jeon**

## **Internal Audit at Korean Film Council**

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## **Personal Profile**

- I am an experienced film/cultural policy professional with a demonstrated history of working in the film industry and in the public sector – art administration. Skilled in creative industry policy, research and marketing and promotion, I am an MA graduate of the Creative Entrepreneurship department of Goldsmith, University of London and I worked at the Busan International Film Festival before joining the Korean Film Council.
- Because of the wide-ranging remit of Korean Film Council I support a variety of industry players and entrepreneurs in the audio-visual sector and am familiar with the issues they face. I have uniquely comprehensive knowledge of all sectors from policy facilitation, through funding instruments, research, distribution, sales, exhibition, festivals and markets as well as film education. This gives me an ability to collaborate between various parts of the sector as well as between public and private companies and has meant that I have tried to facilitate collaborations between them.

## **Career**

### **2018 – Now Korean Film Council**

#### **Internal Audit, August 2018 – Present**

- Delivering internal audit and advisory services to the executives and staff in the organization. Conducting audit operations (including procurement, personnel, payroll, financial, accounting) to evaluate their compliance to the regulations and rules, their efficiency and effectiveness in achieving the organization's objectives.
- Presenting quarterly internal audit updates to the Audit Committee. Analysis guidelines and standards for internal audit activities in the course of ensuring consistency of approach and adequacy of practice; may recommend improvements to guidelines.
- Governance and risk management, operational and compliance audits, inspection and ombudsman

#### **Head of Distribution, April 2017 – August 2018**

- Leading the Distribution Department and contributing to the overall leadership of the Korean Film Council and the wider Korean film sector, including industry policy, production, distribution and funding. Supervised 6 staff and managed performance management and coaching/mentoring.
- Responsible for a Film Festival Fund of 3 million euro per year to support film festivals and Marketing and Distribution Fund of 2 million euro for Korean films for overseas distribution to fund overseas marketing expenses of 20 feature films per year to encourage international sales of Korean films.
- Leading KOFIC's digital response to audiences: encompassing a range of inter-related goals and activities, including new models for film distribution and industry partner management. Currently working on the launch of Digital KOBIS (National VOD and OTT Box Office System) with private corporations - four Korean major VOD platforms (KT, LG U Plus, SK Broadband, Cable TV VOD)

### **Marketing & Distribution (Europe) Manager, May 2016 – March 2017**

- Funding and auditing of 6 international film festivals in Korea including the Busan and Jeonju International Film Festivals. The annual 3.3 million Euro funding scheme consists 15.0% of the total budget for film festivals and enables 8 million domestic audiences to experience cultural diversity through watching diversified cinematic contents from all around the world. I work with different stakeholders including the Ministry of Culture, Ministry of Strategy and Finance, regional governments (city and provincial level) and film festivals and NGOs.
- Promoting Korean cinema worldwide and to ensure the widest benefit for Korean professionals working in audio-visual, cultural and creative sectors. At the Korean Film Council, we help professionals get funding for their projects and explore international opportunities in Korea and beyond. I am in charge of the distribution fund scheme for Korean films for international sales; subsidies to production/distribution/sales companies; presenting national stands at major film markets in Europe, including the European Film Market (Berlin), Cannes (Marché du film) and Venice, collaborating with small and medium enterprises and entrepreneurial companies.

### **Researcher, Policy research Department, February 2014 – April 2016**

- Conducting industry and market analysis on domestic box-office (i.e. admission, revenue and Return of Investment), international distribution/sales of local film. I contributed monthly and annual Statistics and Industry Analysis Reports (Korean and English language), creating an exclusive value to individual creative labours, industry players, media, research institute, academics and Korean film buyers.
- Designing drafts of policy and strategic planning pertaining to the development of the local film industry: *Reform and Modernization of Korea's film support system* (2-year project), *Research on Feature Animation fund*, *Case study on Korea-China International co-production*.
- Policy consulting to formulate influential public policy strategy, especially for the Royal Government of Bhutan to establish the Bhutan Film Commission.

### **International PR & Marketing Manager, March 2008 – July 2012**

- Responsible for film Submissions to International Film Festivals such as Cannes (Competition, Director's Fortnight, Critic's week), Berlin, Venice, Locarno, London, Edinburgh, Stockholm, Udine Far East Film Festival. In-depth experiences with European counterparts: key projects included *Korea-France co-production workshop* (Centre national du cinéma et de l'image animée, EU Media), *Korea- UK theatrical film P&A fund* (BFI, formerly UK Film Council)
- Responsible for Korean national stand for Film Markets with distributors including sales, promotion, business meetings: Marche du Film (Cannes), European Film Market (Berlin).
- Acted as PR manager to manage Social Media and to improve Search Engine Optimisation of the English website for Korean film DB ([www.koreanfilm.or.kr](http://www.koreanfilm.or.kr)), contributing editor for quarterly English magazine, Korea Cinema Today

### **PR Associate, March 2005 – February 2008**

- Responsible for PR and Communication in accordance with media (i.e. press, trade magazines, TV & cable channels) and dealt with requests on a daily-basis. Liaison for governance relations regarding the National Assembly, Ministry of Culture, Sport and Tourism, Ministry of Foreign Affairs.

### **Film Studio Manager, May 2004 – February 2005**

- Worked as studio supervisor to run 5 studios & outdoor set for feature film production, including controlling production schedules, allocating spaces, and accounting. In charge of

communication with production team. I coordinated business meetings between film production team (producer, director, director of photography) and studio management officers, aligned goals and shared the shooting schedule, managed administrative processes including shooting permits, custom clearance.

### **Technical Coordinator, Pusan International Film Festival, 2002 - 2003**

- After graduation from film school I started working in two international film festivals in Korea as a technical coordinator. Duties includes: administration of in & out from festivals with custom clearance, technical information checks including screening ratio, sound, the condition of screening material (16mm/35mm/digi-beta), allocation of screening venues.

### **Education**

#### **2012-2013 MA Creative & Cultural Entrepreneurship, Goldsmiths, University of London**

Key modules including Theories of Cultural Studies, Media Landscape focus on Digital Media, Film industries, World Cinema, Entrepreneurial Modeling

MA Dissertation Merit - *Film Festival Curator as Mediator and Producer*

#### **1999-2004 BA Film Studies, KyungHee University, Seoul, South Korea**

#### **1996-1998 Busan Foreign Language High School, Busan, South Korea**

Major in German / Minor in Mandarin Chinese

### **Consultancy**

- A discussion panel, *Panel Discussion: Towards Support Policies for Independent Cinema? Reshaping Cultural Policies: Advancing Creativity for Development*, UNESCO, Paris, France. (December 14, 2017)
- Policy consultation on the establishment of the Bhutan Film Commission on the request of the Royal Government of Bhutan. (April 1-6, 2015)

### **Professional Certification/Training**

- Fellow, UNESCO Capacity Developments Programme on the 2005 Convention for the specialists from Asia and Pacific region, Seoul, South Korea.(June 11-15, 2018)
- International Courses Specializing in Public Administration (CISAP), ENA (*École nationale d'administration*), Paris, France. (May 25 – June 6, 2016)
- Film Education/Media Literacy Certificate for A-Level by Ministry of Culture, Sport & Tourism, Korea. (Feb, 2004)

### **Language Proficiency**

- English(Full professional proficiency)
- Korean (Native)
- Mandarin Chinese(Limited working proficiency)

***References available upon request***