

PETER UNDERWOOD

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Peter is Managing Partner at IRC Consulting, a business development consultancy specialized in supporting Western companies to successfully identify and capitalize on business opportunities in and with Korea. The firm provides development services: market analysis, partner search and evaluation, business strategy planning and implementation. Since 1988, he has assisted many companies with technical licenses, joint ventures and acquisitions in a diverse range of industries including automotive, electronics, food and beverages, cosmetics, medical devices and business services. Peter also serves as the Managing Director of the State of Georgia's Korea office which is devoted to attracting Korean investment into the state and promoting exports from Georgia to Korea. IRC has also assisted trade and investment promotion agencies in a number of countries and regions. Peter is often invited to address foreign visitors on Korea's business culture and key business practices. He authored *First Mover*, a Korean language business book outlining changes needed to Korea's business culture in order to achieve the Fourth Industrial Revolution.



Peter has spent most of his life in Seoul and is fluent in Korean. He earned his MBA at the University of San Francisco and his B.A. in International Affairs & History at Lewis & Clark College in Oregon.