

Mr. Peter A. Underwood



Introduction

Peter is a life-long resident of Korea, having grown up as the fourth of his generation of his family to live in Seoul. Peter's knowledge of Korea based on his long history and love for the country has made him an effective business consultant bringing together Western and Korean business interests for more than three decades. Peter guides Western firms to find their way in Korea's sometimes opaque business environment.

Education

- 1987** MBA in International Business and Finance; University of San Francisco (with honors); Member, Beta Gamma Sigma Honor Fraternity
- 1977** BA, International Affairs & History; Lewis & Clark College; Portland, Oregon
- 1973** HS Diploma, Seoul Foreign School

Experience

- 2018 ~** Managing Partner & CEO, IRC Consulting, Seoul, Korea
- Took IRC Limited's consulting team independent as a separate company
 - Capitalizing on long tradition and proven track record and introducing flexibility to embrace new business models and modern tools to deliver even higher value to clients
 - Business Development Services – carrying out background industry research, developing strategies, identifying and evaluating partners and implementing market entry
 - Representation Services – integrating into the client's Korea focused team as permanent, part-time, 'boots on the ground' to promote their business in Korea
 - Problem Resolution – recovering operations of existing businesses in Korea, both wholly owned entities and partnerships between Western and Korean entities
- 1988-2017** Senior Partner, IRC Limited, Seoul, Korea
- Proven record conducting market and industry surveys which identify and define opportunities for Western companies and outline strategies for capitalizing on these opportunities
 - Developed and implemented standard methodologies for industry & company analyses
 - Implemented market entry for a wide range of Western firms in diverse industries
 - Identified partners and developed critical relationships with the owners and key executives to effectively implement through agencies, licensing, joint ventures, wholly owned subsidiaries, Greenfields, acquisitions,
 - Restructured foreign invested firms in Korea to improve performance

- Marketed and sold foreign products and services to Korean industrial customers, primarily in automotive, environmental, production equipment and construction
- Maintained effective and timely written & oral communication with clients
- Results oriented business development of IRC's services with total responsibility for preparing & negotiating terms of engagement, professional fees, revenue, costs
- Representing the Governor and the State of Georgia in Korea to promote Korean investment into the Georgia and Georgia exports to Korea
- Frequently facilitated workshops for Western organizations in Korea to minimize cross cultural challenges and reinforce corporate culture.
- Effectively managed staff of 8 to meet or exceed customer expectations

1981-1985 Coordinator, Time T.I. Communications Co. Ltd., Kumamoto, Japan

- Organized & implemented training programs for technology transfer engineers at Honda Motor Co. & initiated executive training program at Matsushita Electric Co.

Volunteer Activities

- Yonsei University Educational Foundation, Trustee (2013 ~)
- Taechon Beach Association (religious retreat center), Board Chair (2014 ~), Director (2009 ~), Property Manager – overseeing management of US\$ 10 million facility. (1997 ~ 2017)
- Seoul Foreign School Foundation, Auditor (2014 ~ 2019), Trustee (2019 ~)
- United Methodist Mission, Auditor (2011 ~)
- Ethel Underwood Home for Girls (orphanage), Director (2014 ~)
- Foreign Investment Advisory Committee for the Mayor of Seoul (2014 ~)

Past Volunteer Activities

- Presidential Council on Nation Branding, Member (2011 ~ 2013)
- Seoul Global Center Business Advisory Group, Member (2003 ~ 2009)
- Advisor to Governor of Jeju (1999 ~ 2002)

Publications

- **Author:** First Mover, 2012, Golden Lion, Seoul (in Korean)
- **Editor:** First Encounters, Korea 1880 – 1910, May 1982, Dragons Eye Graphics, Seoul

Professional Organizations & Activities

- American Chamber of Commerce, Korea (former chair Automotive Committee)
- Canadian Chamber of Commerce, Korea
- European Chamber of Commerce, Korea
- Australian Chamber of Commerce, Korea
- Association of American State Offices in Korea, (Chair 2010 ~ 2011)
- Frequent contributor to external briefing to foreign businessmen for US, Canadian, Netherlands, Swiss, Australian & Hungarian Embassies
- Frequent articles on Korean business practices in local publications
- Frequent speaker on Korean business in international forums: Amsterdam, Atlanta, Australia, Brussels, Hong Kong, New Zealand, Switzerland, Thailand, United Kingdom,
- Frequent speaker to Korean business leaders (in Korean)
- Life member of and Advisor to the Royal Asiatic Association, Korea Branch

Languages

- English: Native
- Korean: Fluent
- Japanese: Conversant