

Seunghyuk Choi



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**Partner
Seoul office
McKinsey & Company**

- Leader of McKinsey's Advanced Industries (automotive, high-tech) Practice in Korea
- Leader of McKinsey's Asia Carbon Neutrality Hub
- Co-leader of McKinsey Center for Future Mobility in Asia
- Project experiences
 - Led various future mobility project across automotive value chain, e.g.,
 - In-vehicle OS strategy for European automotive OEM
 - Future technology strategy (e.g., digital twin) for Asian automotive OEM
 - ADAS/AV strategy for Asian automotive OEM
 - Air mobility strategy for Asian automotive OEM
 - Car infotainment system strategy for global ICT player
 - xEV growth and investment strategy for global xEV battery player
 - Led multiple M&A/DD projects in automotive and high-tech sectors in Korea, Germany, U.S., and Japan, e.g.,
 - Vehicle interior player in Korea
 - Thermal management system player in Germany, North America, Asia
 - ADAS player in U.S. and Japan
 - Led PMI value-up/turnaround programs in automotive sector in Korea, Germany and U.S.
 - PMI strategy and value-up program for global top 5 automotive OEM
 - PMI program for Asia leading automotive tier-1 supplier
 - PMI and value-up program for global leading automotive tier-1 supplier
- Prior to McKinsey, worked at Samsung Electronics (Semiconductor Business), Corporate Planning Team (2002-2006)
- MBA, MIT Sloan School of Management (Class of 2008), BBA, Yonsei University