



Karren Koo

Managing Director, Google Customer Solutions (GCS) Korea

Karren Koo joined Google in April 2021 and holds a position of Managing Director of Google Customer Solutions (GCS) Korea. Karren helps small and medium businesses who use Google's ad products to grow their online presence and advance their digital business. Karren also develops the digital ads ecosystem in Korea by collaborating with various marketing agencies, ad tech partners, creators, multi-channel networks, and so on. As one of the registered executives of Google Korea (AMCHAM Korea membership company), Karren is newly appointed as a co-chair of AMCHAM marketing committee during 2025~2026.

Before joining Google, Karren served as a Vice President in the Global Direct-to-Consumer center in the Mobile division of Samsung Electronics. Prior to that, she was heading up the South East Asia Business Unit as a General Manager in The LEGO Group and developed an extensive marketing, sales and general management (P&L management) career both in Johnson & Johnson and The LEGO Group starting at local Korean market through Asia Pacific regional as well as Global marketing leadership role leading several exciting product and go-to-market innovation initiatives. Her passion is centered around "generating new consumer demand via offering innovative products and services and effectively engaging channel partners". Karren earned a B.A. in Educational Technology from Ewha Womans University and an M.B.A from Rutgers University.