

FORTUNE KOREA

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Digitization, Automation, Cross Industry Collaboration

The Role of Corporate Social Responsibility for U.S. Market Entry and Expansion - Expediting Value Across Industries Through Community Efforts

First-Hand Insights from a Global Healthcare Leader and Two CSR Partners to Kickstart



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When S. Korean companies attempt to enter or expand within the U.S. market, they often confront obstacles due to their lack of prior market relevance and failure to create value for the end users of their products.

Successfully positioning oneself against established market players can take years. To expedite a business expansion, Corporate Social Responsibility (CSR) efforts should be incorporated to facilitate connections and trust directly with target end-users.

CSR refers to a company's efforts to operate in an economically, socially, and environmentally sustainable manner. By reinforcing and showcasing their commitment to supporting the local community, barriers to market adoption can be reduced in the long term.

To obtain market leadership, businesses must commit to genuinely understanding and supporting end users outside sales. Building trust is the foundational first step to expand successfully.

What types of businesses implement CSR?

The answer is all.

Companies across all industries conduct CSR-oriented efforts, regardless of company size. The main goal of this approach is to foster a sense of community and shared values.

Investing in CSR initiatives helps build trust organically and generate a more solid business foundation. Examples of businesses that have implemented unique initiatives across industries are featured below.

General Motors

General Motors is one of the largest and most well-established automakers in the world. The company designs, manufactures, and sells various vehicles, including automobiles, trucks, and SUVs. One of General Motors' community programs is conducted with the Girl Scouts of America.



Source: <https://www.gm.com/stories/girl-scouts>

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To achieve this goal, BLK + GRN fosters an active online community by providing educational blogs and podcasts that cover a range of topics, from societal issues to becoming a more conscious consumer. One of their key resources is the list of Toxic 20 ingredients customers should avoid. These are crucial subjects that customers are interested in learning more about and need to help avoid medical complications down the road.



By creating these resources, BLK + GRN aims to empower Black females with information that promotes their safety and health.

BLK + Green features Black artisans as product developers on their website, encouraging customers to vote with their dollars. Customers feel confident in their purchases, knowing that the product partners are carefully chosen for the quality of ingredients and the founders' values.

While CSR is a beneficial approach for all industries to build a sense of mind-sharing and trust, it is particularly

valuable and effective in the healthcare industry.

Healthcare Innovators Called to Move Beyond Patient Services to True Consumer-Centric Engagement.

Although patients are the ultimate target end users of medications and medical devices, patient-centric approaches are lacking among healthcare innovators.

A patient-centric market expansion strategy considers the patient from the beginning, not only when products are ready for sale.

According to Michele Nadeem-Baker, an award-winning patient influencer, the communication gap is plentiful. She asked, "What other industry is there when the ultimate end user, the product consumer, is not thought about, is not consulted, is not surveyed? And that traditionally and historically is what has been happening in the pharmaceutical industry."

As a cancer patient, she has witnessed gaps in patient-centric approaches first-hand, making it her mission to advocate for better community support throughout the developers' product lifecycle. **She furthered, "Pharmaceutical companies must get patients involved every step of the way versus just giving lip service to 'patients at the heart of what they do.'"**

Working together, General Motors formed the Automotive Badge Series, providing those in grades K-5 with an opportunity to learn about developing a new vehicle. The main goal of the effort is to help close gaps in **female STEM education by providing young girls with the opportunity to immerse themselves into the automotive engineering process, inspiring future careers in turn.**

The manufacturer also launched the Incident Management Certification program in 2022 with the National Fire Protection Association (NFPA). By creating an online training module, General Motors sought to educate emergency responders on effectively handling electronic vehicle (EV) accidents.

Firefighters are among the first responders speaking out against EV adoption in the U.S. due to their lack of knowledge to properly put out EV fires. By providing education modules to 12,000 first responders, General Motors is helping to slowly overcome barriers to adoption in the market while also promoting safety amongst consumers.

FANUC

FANUC CORP (FANUC) is an industrial robot and factory automation company.

It develops, produces, and sells computer numerical control (CNC) systems, lasers, robotics, and factory automation solutions. The Japanese company reached over \$988M in sales across the Americas in 2022, with CSR efforts a part of its U.S. community expansion.

Since 2010, FANUC has been dedicated to collaborating with high schools, technical training centers, community colleges, and universities. For example, FANUC donated \$474,398 worth of products to Oakland University students seeking to enter the fields of robotics and advanced manufacturing after graduation.

Through the development of corporation donations and associated educational programs, students gain expertise in industrial robotics, CNC, and Industry 4.0 technologies and acquire industry certifications.

BLK + GRN

BLK + GRN is a natural marketplace owned by Black women, with products developed by Black artisans for Black consumers. The store offers a range of non-toxic products, including beauty, skincare, grocery, and home goods. The brand aims to tackle the disproportionate exposure to harmful chemicals in cosmetics and consumer goods that Black women face in the U.S. market.

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Nadeem-Baker is currently the co-founder of Kicking Cancer in Heels, a video reporter and program host on Remedy Health Media's Patient Power.info and The Patient Story, a program host for Connect On CLL, and one of the key Patient Engagement Program Leaders of Sponsor of the Future's (SoF).

SoF is a non-profit with a mission to connect different stakeholders to form ecosystems that support the neurodivergent community, through education, advocacy, and inclusion.

The organization partners with global solution innovators to directly connect them with key U.S. ecosystem players (including caregivers, end-users, educators, key opinion leaders, media, and target buyers) through society-focused, win-win initiatives.

Potential CSR Partner Source - Organization Founded by a Pharmaceutical Industry Expert Helps Global Healthcare Companies Build Local U.S. Communities

SoF Founder Jake Lee has accumulated over 20 years of industry experience working with global pharmaceutical leaders such as Pfizer, Lonza, Shire, Amgen, and Takeda, among other multinational companies.

As a biotechnology and biopharmaceutical researcher, Lee observed the first-hand gaps between healthcare innovators supporting patient communities, **forming CSR-focused non-profit SoF as a solution to enable innovators to make a direct impact on U.S. communities.**

SoF's premiere sponsor, BDMT Global, is trying to bridge from global to local, leveraging its international network of different stakeholders across industries, including cosmetics, healthcare, manufacturing, technology, and more. Healthcare developers will particularly benefit from partnering due to SoF and BDMT Global's strong focus on health and wellness.

The non-profit builds customized programs to support CSR efforts, such as customized educational event series and facilitating product donations.

Korean startup Orange Biomed partnered with SoF in 2023 to support the local community during their U.S. market launch. They created educational materials for SoF's annual Life Skills Bootcamp, educating campers on practical activities to become more independent when caring for their health daily. The team also donated Lifeskills for Teens books and sponsored snack money to showcase local support for better caregiver support.



Orange Biomed and SoF's National Diabetes Awareness Month Campaign

Source: [Just Giving](#).

Furthering this effort, Orange Biomed worked with SoF to plan a virtual food drive fundraiser for the Rhode Island Community Food Bank during National Diabetes Awareness Month.

After discovering that 35% of RI food bank recipients have a family member with diabetes (24% higher than the national average), a nutrition-focused campaign was launched to collect more resources for families while also providing educational materials online to facilitate better diabetes management.

As proven, the non-profit can serve as a potential market expansion partner to support CSR initiatives at different levels for S. Korean and international companies.

Healthcare Companies, from Leading Brands to Startups, Successfully Execute the Approach to Do Their Part in the Local Industry

CSR initiatives can take various forms and have different impacts on the local communities. In the healthcare sector, there are multiple approaches to support the community.

Below are five additional examples of successful CSR efforts in healthcare that showcase different strategies that can be implemented.



Examples of Speakers Siemens Recruited for Community-Centric Event

Source: <https://bhmny.vfairs.com/en>

Siemens

Germany-based Siemens executed a CSR approach in 2021 to help close the COVID-testing gap amongst the Black community. Partnering with two trusted community organizations, Black Health Matters and Boston Scientific, Siemens launched a virtual educational series entitled *The Close The Gap Virtual Health Summit: Health and Wellness in the Time of COVID-19.*

The series brought together medical professionals and community thought leaders to discuss barriers to testing, including Dispelling Myths Around COVID Testing.

Direct next steps for resources were provided to attendees, showcasing Siemens' dedication to the patient community while enabling them to provide the education needed for end-users to feel confident taking COVID-19 tests.

Without trust, innovators struggle to achieve business goals. The objective is to remove barriers for community members, such as patients.

Hologic

In response to the harrowing statistic that Black women are “40% more likely to die from breast cancer than white women,” Hologic launched “The P.O.W.E.R. of Sure” campaign. The effort sought to educate the industry on these disparities further while directly connecting Black women with care to help close these gaps.

Hologic partnered with two locally trusted industry organizations for the campaign, the Black Women's Health Imperative (B.W.H.I.) and RAD-AID. B.W.H.I. serves as a leading advocacy group for Black Americans, while RAD-AID works to connect underserved patient areas with medical imaging and radiology technology.

Hologic successfully created a campaign ecosystem **to solve unmet market needs directly**. The three-pronged partnership featured key roles reflecting an ongoing ecosystem, from provider technology adoption to actual patient screening.

Patient advocacy and provider resource groups exist for nearly every patient profile or condition within the U.S. market. To ignite an industry movement, Hologic selected the right partners to support their business goals while making a genuine difference.

Horizon Therapeutics

Founded in Ireland, Horizon Therapeutics has become a leading therapeutics developer with over \$3B in annual revenue. The biopharmaceutical company focuses on commercializing medications that address rare and rheumatic patient diseases.

Around World Sight Day, Horizon launched a campaign to support patients. Horizon partnered with two prominent organizations within the eye care industry: Prevent Blindness, the nation's leading volunteer eye health and safety organization, and The International Agency for the Prevention of Blindness (IAPB), an alliance for the global eye care sector with 150 members worldwide.

Horizon launched a mobile vision screening unit at Gallagher Way in Chicago, IL, an area with some of the highest rates of eye diseases, including diabetic retinopathy and glaucoma.

Beyond offering eye exams to patients, Horizon also stocked its unit with B2B-focused assets. During the event, Horizon's sales team gave physical handouts to ophthalmologists and neuro-ophthalmologists to further spread their movement and gather additional supporters.

How does one start with building a customized CSR initiative?

As demonstrated above, there are many different ways in which CSR can be conducted in the healthcare industry. However, the basic principle at the root of each effort remains the same. **CSR is about understanding end users' needs beyond products and supporting them accordingly. It is not a one-time public relations strategy; it is an ongoing approach based on urgent needs and gaps in the local community.**

To guide readers in executing a proper CSR strategy, **Fortune Korea interviewed one innovator leading global CSR efforts (MSD), in addition to one CSR-focussed organization (GoodToday) that S. Korean companies can partner with to help build U.S. market leadership.**



INTERVIEW

Interview with MSD - Key Example of CSR Initiatives in Action

Merck Sharp & Dohme (MSD) is a global biopharmaceutical leader headquartered in Rahway, New Jersey. The company leads several different CSR efforts every year, both locally and internationally.

To best understand MSD's patient-focused community initiatives, two company representatives were interviewed.

**Kyra
Lanza**

MSD
Associate Vice
President, ESG
Strategy &
Engagement



**Allison
Goldberg**

MSD Executive
Director of Global
Impact Giving and
President of the
Company's
Foundation

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Kyra Lanza is an Associate Vice President, ESG Strategy & Engagement at MSD. She leads MSD's sustainability strategic approach, focusing on advancing the company's commitment to access to health, employees, environmental sustainability, and ethics & values. Lanza is dedicated to accelerating the company's commitment to delivering sustainable value by refining the strategy to make a distinctive impact on CSR commitments.

Her responsibilities include advancing MSD's CSR progress and performance, leading the company's related engagements with stakeholders, and delivering related sustainability reporting communications.

Allison Goldberg serves as the Executive Director of Global Impact Giving and the President of the Company's Foundation for MSD. Goldberg started working at MSD in 2021 to oversee the company's charitable giving portfolio, including the Company's Foundation, corporate contributions, employee giving, and product donations globally. She has over 15 years of experience managing public health programs and partnerships.

MSD's charitable giving portfolio is focused on deploying MSD's products and people alongside philanthropic program investments to improve the health and well-being of underserved populations. The work is a major driver of the company's social impact on communities. Goldberg is focused on maximizing the impact of MSD's philanthropic investments to improve access to health around the world and is passionate about making a difference in the public health of communities who need it most.

FOUR CORE FOCUS AREAS DRIVE MSD's GOALS

Suzy: Can you provide an overview of how MSD drives additional value for stakeholders through CSR?

Lanza: For more than 130 years, we've been dedicated to creating value for society as a responsible business. Operating responsibly is core to our business and part of the foundation of our company's Strategic Framework, reflecting our commitment to enable a safe, sustainable, and healthy future for people and communities.

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We are driving progress by setting ambitious goals across four focus areas that matter most to our Company and create value for our stakeholders:

- Access to Health
- Employees
- Environmental Sustainability
- Ethics and Values

The River Blindness Statue Stands in the Guest Center at MSD's Rahway Guest Center



The life-size bronze statue depicts a boy guiding an elder in his community who's been blinded by onchocerciasis, a parasitic disease known as river blindness. The statue was a gift to MSD company in recognition of the work combatting river blindness in Africa, Latin America, and the Middle East through the Mectizan Donation Program (MDP), which last year turned 35 years.

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We're proud of the continued progress we've made in advancing our commitments:

- In 2022, we reached more than 500M people with our innovations across commercial channels, clinical trials, access strategies, and medicines and vaccine donations.
- We enabled more than 189M people worldwide to access our innovative portfolio through access strategies, solutions, and partnerships, exceeding the original goal of enabling 100M more people by 2025.
- We have sustainability metrics tied to our Access to Health and Employees focus areas in our 2023 Company Scorecard, which impacts annual incentive pay for executives and most global employees.
- In 2023, our Company made a commitment to the Science Based Targets initiative (SBTi) for our greenhouse gas (GHG) emissions across our global operations (Scopes 1, 2, 3).

COMPANY FOUNDATION BRINGS TOGETHER MULTIPLE TYPES OF INDUSTRY STAKEHOLDERS

Suzy: How was the Company Foundation established and who is apart of it?

Goldberg: Established in 1957, our Foundation is funded entirely by our Company and is our chief source of financial support for qualified, eligible nonprofit organizations whose programs align with our philanthropic priorities. Our Foundation is dedicated to advancing health equity by supporting innovative programs and partnerships to improve the health and well-being of people worldwide.

Through these programs, we believe that by working closely with others—**governments, donors, patient groups, health care professionals, nonprofit organizations, academic institutions, multilateral agencies, the private sector, and others—we can help build stronger health systems that provide better and more equitable care.**

Lanza: There are increasing shareholder and stakeholder expectations to deliver Environmental, Social, and Governance (ESG) performance and transparency, as well as, increasing associated regulatory requirements from governments around the world regarding ESG disclosures. Additionally, we can see governance of ESG issues within organizations is fluid and varies depending on the industry, size, and culture, to mention a few factors.

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OVERVIEW OF MSD'S APPROACH TO PHILANTHROPIC EFFORTS

Suzy: MSD has donated over \$1B to support various initiatives. Can you share some key focus areas for 2023/2024?

Goldberg: We provide financial and product donations to help promote health equity, while also supporting our communities through employee volunteer programs and charitable grants to local nonprofits addressing critical health and social needs.

Our guiding principles shape our program investments and partnerships. The fundamental principles are:

- Addressing global health needs where we can have a substantial impact.
- Promoting health equity by addressing health disparities in underserved communities.
- Collaborating with diverse partners to build healthier, stronger communities.
- Leveraging our resources – financial, product, and expertise – to achieve a greater positive impact on health outcomes.

Our philanthropic programs prioritize areas of global health need where we can use our expertise to make a difference. We're prioritizing:

- Reducing health disparities among people living with cancer, cardiovascular disease, diabetes, and HIV/AIDS in underserved communities.
- Strengthening health systems to improve the delivery of high-quality care.
- Empowering patients to better manage their health by helping them overcome social and environmental barriers to care.
- Supporting local nonprofit organizations in our communities and sharing employees' expertise through volunteerism.

It is important to highlight that our philanthropy is an important supporting component of our approach to achieving our Environmental, Social, and Governance (ESG) goals.

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**OVER 359M PATIENTS SUPPORTED
WITH PRODUCT DONATIONS**

Suzy: MSD is known for donating medications and other products to those in need. Can you provide some specific examples of the impact of these donations on communities?

Goldberg: As part of our commitment to improving access to health, we pursue programs that directly connect patients to our medicines and vaccines, including patient assistance and product donation programs. In 2022, **we reached over 359M people with product donations through the MECTIZAN Donation Program, the U.S. Patient Assistance Program, and the Medical Outreach Program (MOP) for disaster relief and humanitarian aid.**

Established over 60 years ago, our Medical Outreach Program is the primary way we donate our pharmaceuticals and vaccines for humanitarian aid in the developing world and in support of disaster relief and emergency response worldwide.

Donations of our medicines are made primarily through qualified NGOs. Each has a long-standing relationship with the company, demonstrates integrity of purpose, provides assurance that our products will be securely warehoused, and has well-established programs in developing countries.

**CREATING VALUE FOR
UNDERSERVED PATIENT
COMMUNITIES**

Suzy: In your opinion, what is the value of implementing community initiatives in the U.S. market? Why is it important?

Goldberg: As in other developed markets worldwide, **in the U.S., there are persistent health disparities in underserved communities.** Our Foundation has invested in community-focused programs that help people living with chronic conditions, including cancer, to receive high-quality, equitable health care and **help patients overcome barriers to accessing needed services and support.**

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For example, over the past five years, we have supported efforts to increase timely access to patient-centered care and reduce disparities in cancer care for underserved U.S. populations through the Alliance to Advance Patient-Centered Cancer Care. More information about this program can be found by visiting [the advancing patient-centered cancer care page](#) on our website.

Through the Foundation, we also are supporting the development and implementation of innovative, comprehensive cancer care programs that can improve patient outcomes and help ensure equitable care. We are doing this by addressing access barriers related to social determinants of health in the United States through our new Alliance for Equity in Cancer Care. More information about this program can be viewed in [the advancing equity in cancer care](#) section of our website.

FINAL TAKEAWAYS FROM GLOBAL CSR LEADER

Suzy: Is there any other key information you want to share with our readers regarding MSD's history or corporate social responsibility?

Lanza: Sustainable value creation is core to how we do business as we work to advance global health, apply innovative science, and ultimately protect and improve the health of people and animals through the development and delivery of medicines, vaccines, and technology solutions. We are passionate about this work and committed to making a positive difference for patients and the world while driving strong business outcomes.

Our approach to sustainability is based on our corporate purpose and George Merck's assertion that "We try to remember that medicine is for the patient. **We try never to forget that medicine is for the people. It is not for the profits. The profits follow, and if we have remembered that, they have never failed to appear.**"

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INTERVIEW

The Importance of CSR in the Modern Workplace - Interview with Potential U.S. Partner

Moses Abudarham is the current Director of Corporate Social Responsibility (CSR) at GoodToday, a New York-based philanthropy company. After building a career in the tech industry, Abudarham made the conscious decision to focus on philanthropy work and started at GoodToday in 2022.

GoodToday is a nonprofit platform dedicated to building the future of workplace giving and making giving an essential part of company culture. The organization has raised \$1.53 million dollars in donations for 4,933 charities.



Moses Abudarham

Director of Corporate
Social Responsibility
at GoodToday

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As the Director of Corporate Social Responsibility, Abudarham brings a streamlined, solution-centered approach to giving back. The business selects different nonprofits to feature on an on-going basis to help match partners with the right CSR organizations.

For example, in August GoodToday featured SoF as a part of their 'Disability Independence' campaign, sending the campaign directly to global businesses to raise awareness and create a snowball effect of goodwill in the industry.



Sponsors of the Future (SoF)
685 followers
3mo · 🌐

There is still time to donate to support Sponsors of the Future in GoodToday's 'Disability Independence' campaign.

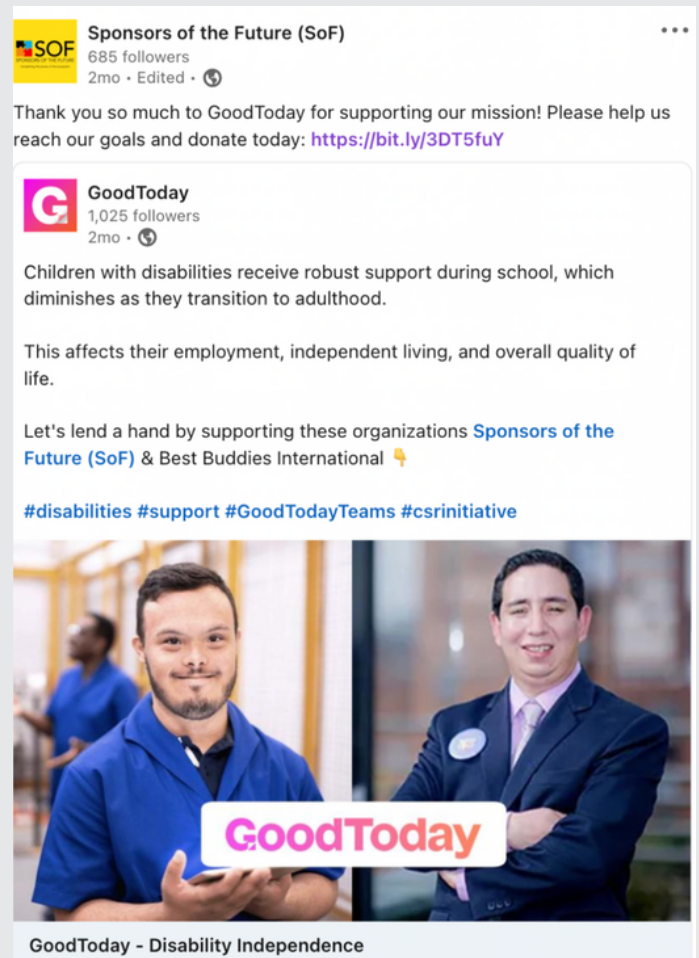
...see more

MAKE A DIFFERENCE, DONATE TODAY

Support programs ranging from life and social skills to professional career training programs all year round.

GoodToday

SO F
SPONSORS OF THE FUTURE
Completing the pieces of the ecosystem



Sponsors of the Future (SoF)
685 followers
2mo · Edited · 🌐

Thank you so much to GoodToday for supporting our mission! Please help us reach our goals and donate today: <https://bit.ly/3DT5fuY>

GoodToday
1,025 followers
2mo · 🌐

Children with disabilities receive robust support during school, which diminishes as they transition to adulthood.

This affects their employment, independent living, and overall quality of life.

Let's lend a hand by supporting these organizations [Sponsors of the Future \(SoF\)](#) & Best Buddies International 🙌

#disabilities #support #GoodTodayTeams #csrinitiative

GoodToday

GoodToday - Disability Independence

SoF and GoodToday's Joint Campaign Effort

Source: [SoF LinkedIn](#)

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Abudarham was interviewed by Fortune Korea to discuss the importance of corporate social responsibility in the working world.

LEAVING THE TECH WORLD FOR FULFILLMENT AND IMPACT

Suzy: Please share your role at GoodToday and how you got involved with the organization.

My name is Moses Abudarham, and I am the Director of Corporate Social Responsibility. I joined the team a year and a half ago as a client success manager. I had been working in tech for about 7 years, and after Covid, I was looking to do something more impactful. To my good fortune, GoodToday was looking for someone to join their team, and it was a great fit for both sides.

CHARITIES UNDERGO VETTING PROCESS TO CONFIRM GENUINENESS

Suzy: GoodToday highlights two charities to support every day. What is the process for finding and selecting these charities?

Every charity that is featured goes through a vetting process, where we check their financials and reports to make sure it is a genuine nonprofit. We have 3 ways that charities are featured: either we find them or our community suggests charities they want to see featured, or the charities reach out to us directly.

GOODTODAY SEES AN OPPORTUNITY FOR PARTNERSHIP WITH KOREAN COMPANIES

Suzy: What types of companies are able to partner with GoodToday? Do Korean organizations have the opportunity?

We work with any type of company, from dentistry practices to banks, as part of our community. We have clients who have employees around the world, and we feature charities doing work internationally. We would love to work with Korean companies and have already started through partnerships, such as with SoF, that help expand our reach for global impact.

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THE VALUE OF CSR IN THE WORKING WORLD IS INCREASING

Suzy: Your website describes GoodToday's teams and the ability to receive daily messages about charities to support and track donation information through Slack. Why do these companies choose to partner with GoodToday?

Company culture and corporate social responsibility have become a big part of the working world. We see more and more people looking to work with companies that share their values.

GoodToday is an easy way to align those values and create an interactive way for employees to make giving a part of their day.

GOODTODAY IS SETTING ITSELF APART FROM OTHER ORGANIZATIONS

Suzy: Are there any critical unmet needs in the market that GoodToday is focusing on supporting?

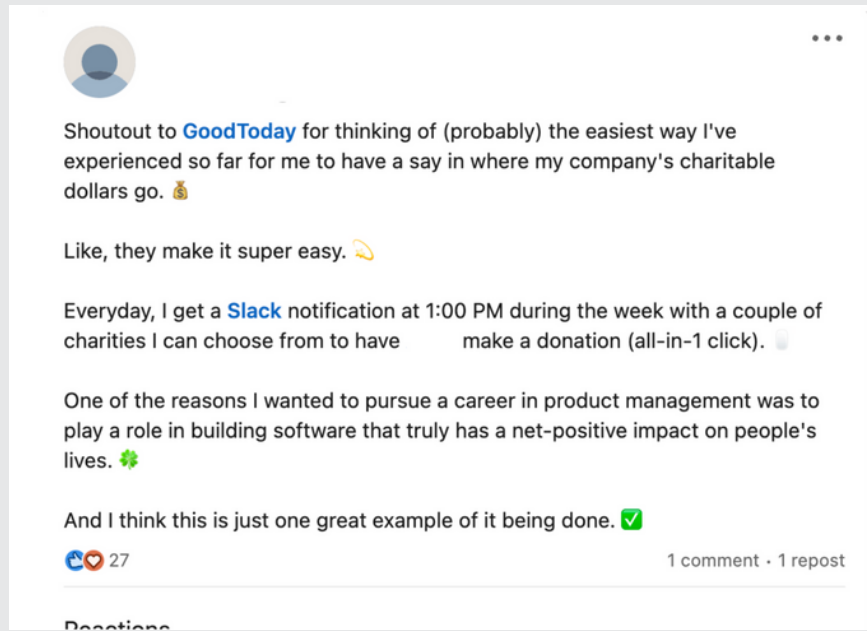
Our main focus is making it easy for both companies and individuals to make giving a part of their day. Providing a curated selection of charities that are sent to you to choose from. There aren't many organizations that do what we do the way we do it.

STAKEHOLDERS ARE REQUESTING COMPANIES TO HAVE CSR PROGRAMS

Suzy: What insights or advice do you have for other organizations looking to get more involved in corporate social responsibility?

A CSR program is a must in today's working world. We are seeing more and more stakeholders requesting CSR programs for giving or volunteering. These solutions are made to create a working community where we come together not just to work but to do Good. If you are looking for an easy, no-lift, engaging platform, GoodToday is a perfect solution.

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NEXT STEP - FORMING A COMMUNITY ECOSYSTEM THROUGH CSR

Entering the U.S. can be challenging, but when we establish an ecosystem that fosters collaboration towards shared objectives, we all become a part of the community. This is where CSR comes into play, and companies must embrace it in the most authentic manner possible.

It's important to remember that it is a market-driven approach, and focusing on positive initiatives can build trust amongst communities in the end.

CSR approaches should be prioritized as failing to build genuine trust amongst ecosystem players can lead to difficulties in entering or expanding into the market.

When a company successfully meets the community's needs, trust and awareness are built naturally, not the other way around.

For S. Korean and other international companies, understanding the market can be challenging. That is why organizations such as SOF exist to bridge the gap for companies that truly appreciate and want to contribute to the community but are unsure where to start.

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CSR efforts transcend financial contributions; it is a means of creating tangible, meaningful changes in the lives of a company's ultimate end-users. By embracing CSR, businesses can increase their market leadership by building upon a strong community foundation.

Get started by taking the time to learn about key market gaps impacting target end users. In other words, take the time to learn what end-users value, and what organizations they trust for information and resources, and actively foster strategies to establish a unique community ecosystem that showcases support.

If you are interested in a potential partnership and long-term relationships with the companies mentioned in this article or others in the U.S./ Korea, contact Suzy at sim@bdtglobal.com for potential collaboration opportunities.

Suzy Im

As the head of BDMT Global in Boston, Im focuses on accelerating the innovative transformation of global companies. She is a Professor of Marketing and a member of the Advisory Board at Emerson College. Im is co-founder of 'Sponsors of the Future,' a non-profit organization that leads corporate social responsibilities. Well-known business development marketing strategist in the global field for over 20 years. After merging the two critical global business functions of Business Development (BD) and Marketing Transformation (MT) for the first time, she was recognized for her innovative business model and contribution and received five consecutive awards in the U.S. including the North American Business Awards and TITAN Business Award 2022 in Biotechnology.

