





[ Discussant, Session 01 ]

| Personal Information   |                 |   |
|--|-----------------|---|
| <b>Name</b>  | Yeonsang Cho    |  |
| <b>Affiliation</b>   | K League        |   |
| <b>Position</b>  | General Manager |   |
| <ul style="list-style-type: none"> <li>▪ 2013~Present K League(Korea professional football league)               <ul style="list-style-type: none"> <li>- 2016 General Manager</li> <li>- 2013 Head of Communication &amp; Marketing Dept.</li> </ul> </li> <li>▪ 2006~2012 LG Sports               <ul style="list-style-type: none"> <li>- 2010 LG Twins Professional Baseball Club, Head of Marketing Dept.</li> <li>- 2006 LG Twins Professional Baseball Club / LG Sakers Professional Basketball Club, Head of Communication Dept.</li> </ul> </li> <li>▪ 1993~2005 LG CNS               <ul style="list-style-type: none"> <li>- 2005 Telecom/Media Biz unit, Head of Digital space Dept.</li> <li>- 2003 Service Biz unit, Head of LG Ad IT Dept.</li> </ul> </li> </ul> |                 |   |

| 연사 정보  |                |   |
|--|----------------|---|
| <b>성함</b>  | 조연상            |  |
| <b>소속</b>  | 한국프로축구연맹(K 리그) |   |
| <b>직함</b>  | 사무국장           |   |
| <ul style="list-style-type: none"> <li>▪ 2013~현재 한국프로축구연맹(K League)               <ul style="list-style-type: none"> <li>- 2016 사무국장</li> <li>- 2013 홍보마케팅팀장</li> </ul> </li> <li>▪ 2006~2012 LG스포츠               <ul style="list-style-type: none"> <li>- 2010 LG트윈스프로야구단 마케팅팀장</li> <li>- 2006 LG트윈스프로야구단/LG세이커스프로농구단 홍보팀장</li> </ul> </li> <li>▪ 1993~2005 LG CNS               <ul style="list-style-type: none"> <li>- 2005 통신미디어사업부 디지털스페이스팀장</li> <li>- 2003 서비스사업부 LG애드IT팀장</li> </ul> </li> </ul> |                |   |