




[Speaker, Session 01]

Personal Information	
Name	Charlie Sung Shin
Affiliation	Major League Soccer
Department	Strategic Planning
Position	Senior Director



Charlie Sung Shin is an experienced sports executive with over 18 years of experience in customer strategy and marketing. He joined Major League Soccer in 2006 and he currently serves as the Senior Director of Strategic Planning. In this role, he oversees the Customer Relationship Management strategy and supports the development of League wide strategic initiatives.

Prior to joining MLS, Charlie was a senior business consultant at IBM Business Consulting Service and PwC Consulting for over 6 years. He managed various projects involving CRM strategy, Go-to-market strategy, customer analytics, customer segmentation and new business model development.

He has been recognized as an Asian professional leader in community with 2014 Global Emerging Leader Award by the Asian MBA(AMBA) International and most recently as the top 50 most innovative analytics executives with Analytics 50 Award by CIO.com and Drexel University.

In addition, he's been serving as an adjunct faculty at New York University's graduate program for Integrated Marketing since 2014.

Charlie holds a Bachelor of Science in Business Administration from Yonsei University and Master of Science in Sports Business from New York University.