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WON KIM, Ph.D.

ASSOCIATE PROFESSOR | MARKETING, AI & BLOCKCHAIN

Experienced MBA professor specializing in marketing, AI and blockchain for business applications; multilingual; innovation, new technologies, digital marketing, and design thinking; Ph.D. from Université Paris 8.

WORK EXPERIENCE

ESCE GRANDE ECOLE, PARIS, FRANCE

→ Associate Professor & Program Coordinator

SEPT 2013
PRESENT

Focus on International and Digital Marketing, Product Management, Innovation, Ideation, Design Thinking, Semiotics, Agile Project Management, Consumer Behavior, International Marketing, Geopolitics, AI and Blockchain tools. Professor and tutor for DBA program in AI, Big Data, and Robotics. Created online class in Machine Learning and Robotics. Tutor to more than 10 DBA students.

ESCE GRANDE ECOLE, PARIS, FRANCE

→ Director of Pedagogy, Blockchain Master's

MAR 2019
JUN 2021

Led pedagogy for France's first Blockchain Master's Program accredited by the Conference of Grandes Écoles.

ART GENIES (FORMERLY PIGGYTAG)

→ Co-founder

SEPT 2017
SEPT 2020

Developed a mobile application enhancing art fair spectator experience through AI and blockchain integration.

INSEEC / ESCE / EFAP / ICART / IPAG & OTHERS

→ Professor

SEPT 2004
PRESENT

Taught International Marketing, E-marketing, Innovation, Design Thinking, Ideation, Sports Marketing, Consumer Behavior, Marketing Research, Cultural Marketing, and international business topics.

CODE4DESIGN, PARIS / SAN DIEGO

→ Marketing Manager – Internet

JUN 2002
FEB 2004

Managed marketing for CMS, CRM, email marketing, and e-commerce solutions; helped build customer loyalty and growth.

SAMSUNG/CHEIL – SALT LAKE 2002 OLYMPICS

→ On-site Project Director

APR 2001
APR 2002

Coordinated Samsung sponsorship activities, logistics, events, hospitality, telecom coordination, outdoor advertising, and contractual relations with Olympic stakeholders.

ADCARUS, INC., LOS ANGELES

→ Founder

JUL 1999
APR 2001

Launched an advertising venture placing ads on private vehicles; filed a validation and tracking patent and built a grassroots viral marketing team.

KOREA NATIONAL TOURISM ORG., LOS ANGELES

→ Marketing Consultant

DEC 1998
JUL 1999

Planned campaigns to increase American tourism to Korea, including World Cup 2002, trade shows, reunions, and press relations.

DAEWOO MOTOR AMERICA, LOS ANGELES

→ Marketing Manager – National Launch Team

JUL 1996
NOV 1998

Worked on promotional events, brand advertising, college network marketing, auto shows, agency search, MBA market study coordination, and product launch support.

SERVICE & ACTIVITIES

- **Activities:** Physical Theatre, Running, Design Projects.



EDUCATION

UNIVERSITÉ PARIS 8

→ Ph.D., Philosophy, Aesthetics & Science

2007
2014

Dissertation: "Counterweights of corporeal mime in the contemporary world." Directed by Katia Légeret.

UNIVERSITÉ PARIS 8

→ Master's, Theater Department

2003
2007

Highest honors for thesis and library publication.

HIPPOCAMPE ASSOCIATION

→ School of Corporeal Mime, Paris

2002
PRESENT

Ongoing advanced study. Instructor: Thomas Leabhart.

POMONA COLLEGE

→ B.A., Philosophy

1991
1995

CORE EXPERTISE

MARKETING STRATEGY

DIGITAL MARKETING

AI FOR BUSINESS

BLOCKCHAIN

INNOVATION

DESIGN THINKING

PRODUCT MANAGEMENT

CONSUMER BEHAVIOR

AGILE PROJECT MGMT

INTERNATIONAL MARKETING

MARKETING RESEARCH

IDEATION

LANGUAGES

English *Mother tongue*

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French

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Spanish

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Korean

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Portuguese

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Modern Greek

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WON KIM

PROFESSIONAL ENGAGEMENT ACTIVITIES

ARTICLES IN PROFESSIONAL JOURNALS

- CHUNG, A., W. KIM, "Decentralized Autonomous Organizations (DAOs): completing or threatening Customer Relationship Management (CRM)? New emerging hybrid models in marketing", Webmarketing, 2023, France.
- Won KIM, « Web3 marketing et la fidélisation Next-Gen », article dans AI – Blockchain - Cryptos, 60 experts vous explique tout, édition Wallcrypt 2024.

WORK-IN-PROGRESS ARTICLES FOR PROFESSIONAL JOURNALS

- Wei, Zhongqi and KIM, Won, « How Daoist concepts of Wu Wei and Yin-Yang influence AI voice assistants ».
- Shafai, Areej Abdullah and KIM, Won, "From Potential Victims of Automation to AI Stewards: Leveraging Reverse Mentorship for Workforce Sustainability in the Age of Artificial Intelligence".
- EL ABED, Mehdi and Won KIM, "Student attitudes towards anthropomorphism of AI Assistants".

KEYNOTE SPEAKER

- Trends and Perspectives, Sup de Pub, Paris, January 9, 2026.
- OpenClaw, DBA Webinaire, ESCE DBA, March 7, 2026.
- Dawn of the AI Agents, DBA Webinaire, ESCE DBA, December 13, 2025.
- Open Innovation INSEEC, "Innovation and Business", keynote speaker, Paris, November 25, 2025.
- AI Discussion, Keynote Speaker ESMOD, Beauchamp, September 22, 2025.
- Le Dossier L'Ecran, AI Influencers, production d'ESCE pour YouTube, collaboration avec BEN DAHMANE Norchene, EL ABED Mehdi, Chung Anthony, and JACQUEMOND Olivier, tournage le 30 septembre 2025.
- Le Talk de l'ESCE, July 21, 2025.
- IA et économie : la nouvelle donne du marché, 5ème AI Summit, Paris, June 5, 2025.
- Masterclass SP5 Anglo, Sup de Pub, Paris, April 17, 2025.
- Digital Marketing, Guest Lecture, Estonian Business School (EBS), Tallinn, April 7, 2025.
- DAOs in Action: Real-World Applications and Challenges, Mainstage Speaker, BananConf 2025, Tallinn, May 21, 2025.
- AI Generative Content, webinaire for ESCE DBA China, January 11, 2025.
- AI & Business, Conference, DBA ESCE, December 4, 2024.
- Innovation & Business, Open Innovation Challenge INSEEC GE, December 11, 2024.
- Consumer Marketing and Innovation, DBA ESCE China, July 20, 2024.
- Web3 Marketing, Banana Conference, Tallinn, Estonia, April 23, 2024.

CONFERENCES ORGANIZED

- ESCE Marketing Innovation Awards 2026, April 2026. Westfield Challenge: improving customer loyalty with Web3.
- ESCE Marketing Innovation Awards 2024, December 18. Student competition with over 150 participants to develop innovative marketing campaigns for a consumer brand, focused on Web3 phygital brands, with WoVLabs and Plurality as sponsors.
- ESCE Marketing Innovation Awards 2023.
- ESCE Marketing Innovation Awards 2022.
- ESCE Marketing Innovation Awards 2021.
- ESCE Marketing Innovation Awards 2020.
- Web3 Marketing Conference, ESCE, Paris, November 23, 2022. Conference on Web3 marketing, Internet Computer Protocol (Dfinity), community development, NFTs, Twitter, Discord, CRM 2.0, and DAOs. 237 people in attendance.
- GameFi Conference, ESCE, Paris, May 10, 2022. Conference on GameFi, Play-to-Earn (P2E), and NFTs with Dogami and the Ki Foundation. 224 people in attendance.
- Metaverse, Gaming, and Blockchain Conference, ESCE, Paris, November 23, 2021. Conference on GameFi, Play-to-Earn (P2E), and NFTs with Dogami and the Ki Foundation. 300 people in attendance.
- NFT Conference, ESCE, Paris, October 5, 2021. Conference with Isabelle Pereira and Steredenn Hudson-Offret (XMBauble) on the value of NFTs.
- Introducing DeFi Conference, ESCE, Paris, March 5, 2020. Featuring Ethereum Magicians, Aave, and Consensys Codefi to introduce decentralized finance and blockchain commerce infrastructure. 55 people in attendance.

ARTICLES (NON-PROFESSIONAL)

- Won KIM, « Cryptomonnaie, Bitcoin... monnaie alternative ou actif spéculatif ? », Monde des Grandes Écoles et Universités, September 12, 2022. <https://www.mondedesgrandesecoles.fr/cryptomonnaie-bitcoin-monnaie-alternative-ou-actif-speculatif/>
- Won KIM, « Metaverse et cryptomonnaie : le business du futur se fera en 3D », Monde des Grandes Écoles et Universités, March 11, 2022. <https://www.mondedesgrandesecoles.fr/metaverse-et-cryptomonnaie-le-business-du-futur-se-fera-en-3d/>
- Won KIM, "Metaverse as a global marketing platform," Medium, February 9, 2023. <https://medium.com/@wonwordkim/metaverse-as-a-global-marketing-platform-60de13be9301>
- Won KIM, "Recession, Hype Marketing, and the next NFT WEB 3.0 wave", Medium, November 3, 2022.

INVITED SPEAKER

- "Web3 Marketing, CRM vs DAO". Conference for Web3, Metaverse, and Management, 1st W3AC Research Day, Panthéon-Assas University, Paris, June 22, 2023. Organized by LARGEPA laboratory.
- "How does Generative AI contribute to Next-Gen Loyalty Campaigns for Web3 marketing?" 2nd Marketing Summit, IPAM, Portugal, March 5, 2024.
- "Web3 & Digital Assets". ADAN – Association of Web3, Les Jardins du Pont Neuf, Paris, January 21, 2025.

BOARD MEMBER

- Be Trendsters, a startup focused on becoming the first cosmetics launchpad in Europe.

ASSOCIATION

- Founder of the Pas de Dieux company, a physical theatre company now focused on professional workshops. <https://pasdedieux.com/>