



Jackie Chung

정 희 준

Adjunct Professor, aSSIST

RESEARCH AREAS

Pipeline management and selling procedures.
Story telling sales techniques for value proposition in B2B field

TEACHING AREAS

Selling process and strategies.
Story telling in B2B sales.
Systematic selling in B2B sales

EDUCATION

- 2020: Ph.D. in Business Administration, aSSIST in Seoul, Korea.
- 2010: MBA in Global Business Management, Aalto Uni. School of Economics, Helsinki. Finland.

EXPERIENCE

- 2022 – present: Corporate Account Director, Ecolab SEA Market
- 2021 – 2022: Country Manager, Ecolab Vietnam / Corporate Account Director, Ecolab SEA Market
- 2008 – 2020: F&B Division Manager / Regional Enterprise Account Manager, Ecolab-Korea
- 1998 – 2007: Managing Director & GM, Head of Sales & MKT, SCM, Coca-Cola Korea Bottle
- 1997 – 1998: Key Account Manager, Trade Marketing, Coca-Cola Korea Company

EXPERIENCE

- Chung, H. J., J. W. Gu and Y. J. Choi (2016). An Exploratory Study on the Determinants of Sales Performance: Focused on Sales Performance Chain Framework. Korean Business Education Review, 31(4), 139-163.
- Chung, H. J., S. H. Kim and Y. J. Choi (2020). A Case Study on The Hierarchical Stages of The Sales Pipeline and Factors of Key Sales Activities at Each Stage: Focusing on Detergent Sales in The Food Industry. Journal of Korea Business Management, 33(5), 577-000.