



**Soo Cheon Kim**  
Asiana Airlines Inc.

**Soo Cheon Kim** has served as President of Asiana Airlines since January 1, 2014.

Kim has been with Asiana Airlines since its founding in 1988, when he began working in the Seoul Passenger Sales Office. He worked in sales for nine years before being transferred to the Shanghai Sales Office in 1997. The following year he moved to the Guangzhou Sales Office.

During his time in China he helped to develop the market and promote sales for Asiana Airlines in the region. His efforts greatly contributed to Asiana's current position as the number one foreign carrier operating to China. Two years later in 2000, Kim returned to Seoul to manage passenger marketing and sales in the Greater China Region.

In 2002, Kim was promoted to General Manager of Human Resources Management and was subsequently promoted again to Vice President and Senior Vice President of Personnel & Labor in 2004 and 2005 respectively.

He was promoted again in 2008 to the position of Executive Vice President and appointed President & CEO of Asiana Airlines' regional affiliate, Air Busan, in March of the same year.

In his nearly six years at Air Busan, Kim successfully led the carrier from the commencement of operations to its first profitable fiscal year in 2010—a record

turnaround for a new airline. He was appointed President of Asiana Airlines on January 1, 2014 in recognition of his successes at and contributions to both Asiana Airlines and Air Busan.

Kim received a Bachelor of Arts in Chinese Literature from the prestigious Seoul National University in 1981. He is a native of Busan, Korea and is married with two sons.