



Mr. Boo-Keun Yoon

**President & General Manager of Visual Display Business,
Samsung Electronics Co., Ltd.**

**Title
: The 3rd Wave of TV**

Biography

Mr. Boo-Keun Yoon is President and General Manager of Samsung's Visual Display Business. He oversees all activities surrounding a broad portfolio of devices, including TVs, monitors, blu-ray players and other connected consumer digital products. Under his leadership, the division has maintained its No.1 status in terms of global market share for TVs, monitors, and blu-ray players. In addition, he has successfully led several efforts to commercialize market-leading innovations such as Samsung's LED TV in 2009 and, most recently, the company's total 3D entertainment solution – a full product suite consisting of TVs, blu-ray home theater systems and glasses that makes it possible for consumers to enjoy 3D content in the comfort of their homes.

Mr. Yoon has a diverse background and in consumer electronics, dating back to 1978, when he joined Samsung Electronics as a TV Engineer. In 1991, he was named Engineering Manager for Samsung Germany, where he managed product development for Samsung's TVs in the European market. It was in 2003, four after earning the title of Vice President, that he was appointed to head the Visual Display R&D team.

In 2007, Mr. Yoon was promoted to Executive Vice President and placed in charge of Samsung's Visual Display business. Since he assumed this role, Samsung's TV revenue has doubled and the company has extended its leading market position across a number of categories around the world.

Mr. Yoon holds a B.S. in Electronic Engineering from Hanyang University.