

Daniel (Dong Woo) Yu, Ph.D.
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PROFESSIONAL EXPERIENCE

Assistant Director, Global Leadership Training
Office of Professional & Continuing Ed., Auburn University, Auburn, AL
November 2014 - present

- Provide employee skill improvement training programs to the automotive industry, including leadership development and lean culture & practice (LSS) training programs.
- Offer consultation services for companies looking to invest in the US by establishing a corporation, operating an organization, and managing the company.
- Collaborate with Korea Corner to build a bridge between the Korean community and the local non-Korean communities.

President

SCA Inc. Auburn, AL

April 2011 – October 2014

- Managed 400 employees and achieved revenue growth from \$50M (2011) to \$85M (2014).
- Led expansion construction projects to facilitate new business with non-Hyundai and Kia customers.
- Established a new business entity (Innotive Tech) in Auburn for air filter and foam pad businesses (March 2012)

President & CEO

Hanwha L&C, NA Operations

Jan 2005 – March 2011

President & CEO, Azdel, Inc., Forest, VA

July 2010– March 2011

President & CEO, Hanwha Advanced Materials, Opelika, AL–Reassigned

Jan 2009 – March 2011

President & CEO, Hanwha L&C Canada, London, ON, Canada, Hanwha L&C USA, Atlanta, GA

Oct 2007 – Nov 2010

- Successfully completed a greenfield project of the Engineered Quartz Stone (Hanstone) manufacturing plant in London, ON, Canada, with a \$70M investment.
- Launched the "Hanwha Surfaces" brand's sales/marketing strategies for the building material business in the NA market: Hanstone/Hanex.

- Drove organic growth of Hanwha Alabama operation from \$20M to \$70M by developing and contracting new businesses, including Front End Carrier and Headliner, and launching the EPP Bead business.
- Held responsibility for the profitability of Hanwha L&C NA business: Managed 470 employees and \$240M in sales.

President & CEO

Hanwha Advanced Materials, Opelika, AL (Previously Maxforma Plastics)

Oct 2006 – Sept 2007

- Increased annual corporate profit from \$0.9M to \$3M.
- Planned and developed industrial, labor, and public relations policies to improve the company's image and relations with customers, employees, and the Board of Directors.
- Directed and coordinated operations to maximize returns on investments and increase productivity.
- Developed and awarded new businesses, including Front End Carrier Carrier

VP & COO

Maxforma Plastics, Opelika, AL

Jan 2005 – Sept 2006

- Successfully completed a greenfield project for a plastic automotive parts manufacturing plant with a \$17M investment.
- Managed the company with \$20M in annual sales and 60 employees.

Senior Director

Plasmion Corp. Hoboken, NJ

Sept 2000 – Nov 2003

- Led new business development efforts in Flat Panel Display Coating (ITO & Cu), Storage Media Coating (DLC), and Atmospheric Pressure Capillary Plasma Electrode Discharge (APCPED).
- Managed "Ultra Flat ITO" and "APCPED System Development."
- Supported project management for the development of a new PDP plasma discharge design using CPED.
- Managed the company's Intellectual Property (IP).
- Initiated ITO Glass Substrate Business and achieved a \$2.3M investment, including License and Equipment Sales.
- Developed APCPED for applications in LCD Glass Cleaning, Plastic Surface Treatment, PCB Cleaning, and Sterilization.

Associate Director of Research and Industrial Development

Polymer Processing Institute, Newark, NJ

June 1998 – Aug 2000

- Promoted R&D Contracts and Consulting Services.
- Managed the Plastic Compounding and Extrusion Team.

- Successfully sold the Single Screw Extrusion Simulation Package (WinSSD™) with RAPRA and Hong Kong Product Council.
- Provided consultation on Plastics Compounding and Foam Extrusion processes to various companies.

Director of Hanwha USA Research Center
Hanwha USA Research Center, Cranbury, NJ
 Oct 1996 – June 1998

- Established research facilities for conducting new high-tech business incubation in advanced electronic materials for Blue LED (GaN), Position Sensors, and CMP Slurry.
- Supported new business development and market research analysis in the Flat Panel Display Industry, Compound Semiconductor Business, Semiconductor Foundry Business, Electronic Materials (Lithium-Ion Battery), and other Hanwha's Core Business Areas.
- Identified, evaluated, and contacted prospective partners for potential joint ventures and technology licensing agreements.

Senior Research Engineer
Polymer Processing Institute, Hoboken, NJ
 Jan 1992 – Sept 1996

- Led the experimental division of the Polymer Mixing Study (PMS), a multi-year and multi-client project aimed at understanding the fundamental and practical engineering aspects of polymer mixing.
- Successfully marketed consultation services to major Korean Chemical Companies.
- Coordinated group activities, experimental design, and data analysis.
- Conducted proprietary contract research projects.
- Developed mixing evaluation equipment.

Research Assistant Professor, Chemistry and Chemical Engineering Department
Stevens Institute of Technology, Hoboken, NJ
 Mar 1995 – Sept 1996

- Responsible for advising research programs for undergraduate and graduate students.

Research Assistant
Polymer Processing Institute, Hoboken, NJ
 Jan 1988 – Dec 1991

- Conducted proprietary contract research projects.

Process Engineer
Samsung Petrochemical Corp., Seoul, Korea
 July 1982 – July 1984

- Conducted process optimization work in purified terephthalic acid (PTA) manufacturing plant.
- Developed PVC plasticizer (DOTP) and obtained one Korean patent (1983).

EDUCATION

Ph.D., Chemical Engineering

Stevens Institute of Technology, Hoboken, NJ

Thesis title: Polyolefin blends modified through peroxide-initiated reactions, Dec 1991

M.E., Chemical Engineering

Stevens Institute of Technology, Hoboken, NJ

Thesis title: Rheology and processing of linear low-density polyethylene resins as affected by alpha-olefin comonomers, July 1987

B.E., Chemical Engineering

Han Yang University, Seoul, Korea, Feb 1980

PROFESSIONAL ACTIVITIES

- Elected as a Group “G” Councilor (Chemical Engineering) KSEA HQ, 2004 – 2006
- President, KSEA New York Metro Chapter, July 1997 –June 1998
 - Organized 550 members and managed the annual regional technical conference as a conference chair

ADDITIONAL INFORMATION

- US Citizen (Naturalized in April 2002)
- Military Service: ROTC, Lieutenant, Ammunition Officer, ROK Army

PATENTS & PUBLICATIONS

- Co-authored 10 industrial patents for the applications of atmospheric pressure capillary plasma discharges and PDP.
- Published and presented about 50 technical papers in the fields of plastic materials and their processing technologies.
- A full list of patent applications and publications will be attached upon request.

PROFESSIONAL BACKGROUND

- Extensive experience in corporate and manufacturing operation management and new business development.
- Strong technical background in plastic materials and processes.