

## New Opportunities for IRC Clients in South Korea

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IRC Global Executive Search Partners continues to grow the roster of member firms in the Asia Pacific region with the addition of the Korea office, McKinney Consulting Inc. McKinney Consulting is a leading executive search and leadership consulting firm based in Seoul, South Korea.



In response to increasing client needs, IRC has doubled its presence in APAC over the past five years. South Korea is now one of 12 strategic markets covered by IRC partners in the region.

Patrick Westerburger, President of the IRC Executive Board, comments on the new partnership: “We are pleased to have such a strong representation in the strategic South Korea market. The country belongs to top 10 importers and exporters worldwide and is a major international technological powerhouse benefiting from the highly skilled workforce. We strongly believe, McKinney Consulting’s in-depth knowledge of the market will make a difference to our clients and provide them with superior local expertise combined with our global connections.”

Founder and President Steven B. McKinney, an American from North Carolina with extensive leadership and executive search/leadership coaching experience in Korea, established MicKinney Consulting in 2001. His six-member team has in total 65 years of experience in executive search and leadership consulting not counting other work experiences. McKinney Consulting has helped industrial, consumer, technology and other companies assess, develop and recruit successful leaders.



“At McKinney Consulting failure is not an option. We understand you because we research you and your distinct differences. Once we have identified these differences, we are better prepared to ask you the pertinent questions that are necessary for us to understand you and your business fully. When you speak, we listen”, Steven B. McKinney says.

And he adds: “Consumer products companies face a variety of challenges in Korea. Consumer and shopper behavior can be complex, while retail consolidation and emerging markets bring added competition. Multiple Free Trade Agreements taking effect at different stages also brings challenges and opportunities. Korea has over 70% of the global GDP covered under some form of a Free Trade Agreement. Our clients

require leaders that fit well with their corporate culture, Korean culture as well as the required technical skills, management and leadership traits to succeed.”

Before launching McKinney, Steven spent over 13 years in executive roles with global athletic apparel giants. Most notably he oversaw the production of Reebok's largest contract manufacturing facility, a 5,000 employee operation which produced 14.4 million pairs of footwear annually. He was also recognized for his creative and leadership skills in leading global teams as the Global Head of Footwear Product Development for Adidas International which paved the way for Adidas to be publicly traded. He has traveled to 25 countries globally.

He has served on non-profit boards such as the American Chamber of Commerce of Korea, the Korea Foreign Schools Foundation and is a Co-founder of the Korea Business Leaders Alliance.

His credentials include a B.A. Education from Mars Hill University, Certified Master Coach from Behavioral Coaching Institute, Leadership Coaching Strategies Certificate from Harvard University and was bestowed Honorary Citizenship of Seoul in 2007.

## About IRC Global Executive Search Partners

[IRC Global Executive Search Partners](#) is a global professional alliance of executive search firms, united in their commitment to support clients in sourcing and retaining key leadership talent. Our partners are as culturally and geographically diverse as our clients. Located in 80+ cities on six continents, IRC has the footprint and agility needed to serve multinationals and SMEs with dedication and a personal touch.

IRC has a track record of more than 30,000 completed assignments for 2,000+ clients in almost every conceivable industry segment and function. Ranked among the world's 3 largest retained search firms in terms of geographical coverage, IRC Global Executive Search Partners is an alliance that embodies the best of both worlds – Globally Connected and Locally Committed.

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