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Hun started his career at O&M Seoul in 1995 and spent the next 17 years in Cheil Worldwide. Along the way, he lived as AP to his fullest, working for IBM, Pizza Hut, Korea Telecom, Samsung Electronics, GM, and over 40 other clients. Hun created brand and marketing strategy for Samsung in 7 countries: China, Thailand, Singapore, Indonesia, Spain, Germany, and Columbia. Moreover, he fully enjoyed his time in Manhattan as Samsung brand steward in 2005. He currently expanded his area of expertise to idea consulting business with 'The Answer Company', which will be the future of advertising industry.