



Choong Hyun YU

Senior Advisor

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Senior Advisor Choong Hyun YU is a seasoned expert with over 30 years of experience leading strategy development and innovation in the fields of Environment, Health, and Safety (EHS) and infrastructure at industrial operations.

During his tenure at Samsung Electro-Mechanics and Samsung EHS Strategy Institute, he restructured the global safety and environmental management system encompassing the manufacturing, construction, chemical, bio, and service industries for both domestic and overseas operations in China, Southeast Asia, Europe, and the United States. Through comprehensive assessments and tailored solutions, he contributed to embedding a practical and sustainable safety culture across organizations.

Mr. Yu has been particularly instrumental in designing industry-specific EHS systems and integrating them into executive performance indicators, thereby institutionalizing safety and environmental leadership at the organizational level and consistently strengthening execution capabilities.

In response to rapidly evolving business environments marked by stricter regulations, an increase in major accidents, and business diversification, he developed and implemented a phased roadmap to reduce serious industrial accidents. This approach has enabled companies to effectively manage legal and social risks while enhancing external credibility.

In addition, Senior Advisor Yu brings strong expertise in Business Continuity Management (BCM), supporting organizational resilience against complex crises such as natural disasters and pandemics. Drawing on his extensive hands-on experience and deep domain knowledge, he serves as a strategic business partner, helping companies achieve safer, more sustainable growth and long-term competitiveness.

Education

2013	Ajou University, Master's Program in Business Administration (Business Strategy MBA)
1991	Kyung Hee University (Department of Environmental Science and Environmental Engineering)

Experience

2026-Present	JIPYONG LLC
2024-2025	Advisor, Samsung EHS Strategy Research Institute
2022-2023	President (Senior Vice President), Samsung EHS Strategy Research Institute
2021-2022	Director (Executive Vice President), Samsung Safety & Environment Institute
2019-2022	Commissioner of the Environment and Climate Committee, Korea Chamber of Commerce and Industry
2018-2020	Advisor, Korea Fire Protection Association
2018-2020	Director, Korea Safety Certification Institute
2015-2022	Director, National Assembly Forum on Climate Change
2015-2019	Vice President, Korean Industrial Hygiene Association
2014-2022	Vice President, Korean Institute of Safety
2013-2020	Senior Vice President, Samsung Safety & Environment Institute
2006-2012	Secretary General and Examiner, Environmentally Friendly Enterprise Council
2005-2014	Evaluation and Review Committee Member for Industrial Waste Reduction
2002-2005	Expatriate, Samsung Electro-Mechanics Tianjin Corporation, China
1995-1997	Honorary Industrial Safety Inspector, Ministry of Employment and Labor
1991-2013	Samsung Electro-Mechanics
1990-1991	Gyeongin Regional Environmental Office

Notable Achievements

- Publication of Sustainability Management Report, DJSI inclusion, and CDP information disclosure (Samsung Electro-Mechanics)
- Selected as exemplary safety and environment company and outstanding SARS response company (China Corporation)
- Establishment and company-wide implementation of comprehensive measures for strengthening safety and environment
- Establishment of global standards in the fields of safety, health, chemical substances, environment, and infrastructure
- Provision of comprehensive EHS consulting and solutions tailored to the company
- Research on global EHS trends, policies, and new technologies and operation of advisory group
- Establishment and implementation of serious accident prevention and reduction roadmap
- Institutionalization of CSO appointment and establishment of responsibilities, authorities, roles, and systems

- Operation of domestic and overseas industry-academia cooperation specialized graduate programs (Master's and Doctoral) and Professional Engineer courses
- Investigation of personal injury and property damage incidents and establishment and implementation monitoring of recurrence prevention measures
- Conducting best practice horizontal deployment seminars and operation of reward and penalty systems
- Diagnosis and regular monitoring of safety culture levels by company and job category
- Operation of education programs by job category (executives, organization heads, new employees) and by occupation
- Introduction of reduction certification system for achieving carbon neutrality
- Establishment, implementation, and performance diagnosis of RE100 mid-to-long-term roadmap
- Maintenance of disaster response manuals for natural disasters and fires and conducting regular drills
- Establishment of pandemic response scenarios and control systems for novel infectious and contagious diseases
- Efficient operation and risk assessment of infrastructure facilities such as electricity, water, and gas

Honors and Recognitions

2006	Minister of Environment Award (Contribution to Environmental Conservation)
2003	Commendation from the Mayor of Tianjin, People's Republic of China (Excellent Safety and Environment Manager)

Research, Advisory, and National Projects

- Research on the Impact of ISO 26000 on Corporations (Ministry of Environment)
- Improvement of Environmentally Friendly Enterprise System and Introduction of Information Disclosure System (Ministry of Environment)
- Participation in E-HAZOP (Hazard and Operability Analysis for Electronics and Electrical Industries) and PSM Pilot Project (Korea Occupational Safety and Health Agency)
- Participation in National Project for CMS (Chemical Management Service) (Korea Environmental Industry & Technology Institute)
- Participation in National LCI Database Construction Project (National Cleaner Production Center)
- Joint Development of VR Safety Experience Education Content (Korea Occupational Safety and Health Agency)
- Development and Distribution of Smart Safety Technology and Equipment (Korea Occupational Safety and Health Agency)

Languages

Korean / English

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