



SAMSUNG ELECTRONICS CO LTD

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Date: 22 June, 2015

To: oneM2M TP officers

**Subject: Letter of support for the nomination of Jieun Keum as Working Group 5(MAS) Vice Chair**

Samsung Electronics is pleased to nominate Jieun Keum for the position of the Management, Abstraction and Semantics Working Group (WG5) Vice-chair.

Jieun has experienced in developing the technologies such as device management, media transport and IoT, as well as in leading the standard activities as a delegate of Samsung Electronics.

Her technical expertise is incorporated in a number of technical specifications with OMA (DM), Open Interconnect Consortium(OIC), 3GPP, Open IPTV Forum(OIPF) and MPEG. This experience of technical and standard activities can give a necessary background for the M2M/IoT standardization in scope of oneM2M.

As a part of Samsung Electronics standing commitment to oneM2M, we will continue to provide all of the necessary support to Jieun needed to undertake her roles and responsibilities if elected.

Best Regards,

Kook-Heui Lee

Principal Engineer

Samsung Electronics

A handwritten signature in black ink that reads "Kook-Heui Lee".

# Curriculum Vitae



## *Jieun Keum*

IoT Service Strategist/ Standards Expert  
TRIZ specialist/ Senior Engineer  
Samsung Electronics

### **Education**

2000.3-2002.2 Korea Advanced Institute of Science and Technology (KAIST), M.S.  
1996.3-2001.2 KyungPook National University, B.S.

### **Career**

2001.5-2002.2 Internship in ETRI  
- Policy based Network Management  
2003.2- Samsung Electronics

### **Standards Experience**

2014- IoT Platform and Smart Home Profile Standardization in Open Interconnectivity Consortium (OIC)  
2012-2013 Media Transport Standards in HbbTV & ATSC  
2010-2011 Media Transport Standards in 3GPP SA4 & MPEG  
2008- 2011 Board Deputy and Vice Chair of Solution WG in Open IPTV Forum (OIPF)  
2005-2007 Device Management WG, Open Mobile Alliance (OMA)  
2003-2004 Founding member in Visible light Communication Consortium (VLCC)

### **Other Professional Experience**

2004- 2005 Implementation of WiMax network system  
2007-2008 Part time lecture of Theory of inventive Problem Solving (TRIZ)

### **Languages**

-Fluent English  
-Basic Chinese