

CHONGSUN YU

+82-10-4167-0856 | madgegja@gmail.com

PROFILE

Operations leader with 12+ years of experience spanning payment gateway management, fintech, and global platform operations across Korea, Thailand, and Australia. Built and scaled cross-border payment infrastructures, launched new revenue-generating services, and established PG platforms from the ground up in Southeast Asia. Currently leading BizOps at Toomics Global — simultaneously overseeing payment operations, multilingual customer support (10 languages), and IP protection across 10 international markets, while driving operational efficiency through AI-powered automation and data-driven decision-making.

EXPERIENCE

Toomics Global

Seoul, South Korea |

Team Lead, BizOps (Global Platform Operations) | Jun 2024 – Present

Leading a team of 4 across three core functions — payment, customer support, and IP protection — for a webtoon platform operating in 10 international markets.

- Drive payment gateway partnerships and contract negotiations with domestic and international PG providers (PayPal, CKO, Worldpay, NaverPay, TossPay) expanding payment coverage across global markets.
- Systematize chargeback dispute processes by building per-gateway evidence templates and response manuals, improving dispute win rates.
- Design and deploy AI Agent-based CS data pipeline — automating the entire workflow from Zendesk raw data extraction to weekly report generation, significantly reducing reporting turnaround time.
- Enhance Zendesk-based CS operations with 80+ multilingual response templates across 17 categories and establish standardized handling procedures for each category.
- Manage 1,500+ monthly multilingual tickets (10 languages), leveraging data analysis to identify recurring issue patterns and drive root-cause improvements.
- Establish copyright infringement monitoring and DMCA/UDRP response frameworks to systematize IP protection for original creative content.
- Build Confluence-based operational manuals (CS, chargeback, IP) and GitHub-managed automation scripts for cross-market operational consistency.

NX3 Games

Seoul, South Korea |

Part Lead, Blockchain Business | Jan 2022 – Nov 2023

Owned end-to-end planning, partnerships, and payment integration for blockchain gaming, building Web3 business models within the gaming industry.

- Designed NFT, token, and Play-to-Earn (P2E) mechanics for MMORPG "Rohan M," rebuilding it as blockchain game "Avatara" and completing global launch in January 2023.
- Secured multi-channel payment infrastructure: Xsolla for PC in-app payments and Binance Pay for web-based blockchain transactions, improving user accessibility.
- Analyzed Klaytn network constraints to architect seamless in-app and web payment experiences, resolving global user payment friction.
- Established international remittance and settlement framework with OTC partners and domestic VAN providers, ensuring stable fund flows for overseas subsidiary revenue.

- Led Seed round fundraising, closing 100% of allocated investment (10%) from VCs and strategic partners, securing marketing and operational capital.

NHN KCP

Seoul, South Korea |

Part Lead, International Business | Nov 2019 – Dec 2021

Managed the international payment partner ecosystem and led new cross-border payment services from planning through commercialization.

- Oversaw sales, contracts, and operations for 10+ global payment partners including Visa Cybersource, Tencent, JP Morgan, WorldPay, and Rapyd — handling fee negotiations and cross-platform integrations.
- Negotiated acquiring costs and managed fraud/settlement operations for 5 major card brands (Visa, Mastercard, AMEX, UnionPay, JCB).
- Launched cross-border bulk remittance service using USD virtual accounts, creating a new revenue stream and achieving partner lock-in effect.
- Planned and commercialized offline WeChat QR payment system through Tencent partnership, addressing the Chinese tourist market in Korea.
- Explored Web3 opportunity: designed an SME data analytics platform on Filecoin Plus distributed storage, securing 50 TiB weekly datacap approval.

Treepay Co., LTD (NHN KCP JV)

Bangkok, Thailand |

Team Lead of IT / IT Director | Jun 2015 – Nov 2019

Founding member of a 3-way joint venture (CAT Telecom × SK Telecom × NHN KCP), leading the full lifecycle of PG platform planning, development, and localization in Thailand. Based in Bangkok for 4.5 years.

- Managed the complete project lifecycle — from entity incorporation, PG platform deployment, and licensing through to system operations and localization — building hands-on overseas subsidiary expertise.
- Obtained critical regulatory approvals including Thai PG licenses (C3, C5), PCI-DSS certification, and Bank of Thailand licenses in collaboration with local legal and security consultants.
- Analyzed Thailand's 4-party payment ecosystem (issuer, acquirer, brand network, PSP) and re-architected NHN KCP's core platform to comply with local standards.
- Developed localized payment business models — card/installment processing, e-Wallet integration, and cash-based counter payment services — while leading partner acquisition and alliances.

NHN KCP

Seoul, South Korea |

Account Manager, International Business | Oct 2014 – Jun 2015

Managed global PG partner operations and spearheaded the introduction of a Fraud Detection System (FDS).

- Managed Visa subsidiary Cybersource accounts and sub-merchants including OTAs, global fashion brands, and digital platforms.
- Introduced Cybersource FDS "Decision Manager" for non-authenticated international card payments — achieving ~8x increase in successful monthly transactions on Gmarket Global (10K → 80K).
- Built transaction monitoring frameworks and continuously optimized FDS rule sets, improving fraud detection accuracy.

EDUCATION

Australian National University

Canberra, Australia |

Bachelor of Commerce (Major in Finance) | 2007 – 2012

SKILLS & ADDITIONAL

- **Languages:** English (Native/Fluent), Korean (Native)
- **Tools & Platforms:** Zendesk, Confluence, Slack, Google Workspace, GitHub, Jira, Notion
- **Technical:** Python automation (pandas, openpyxl, API integrations), AI/LLM (Claude API, prompt engineering), data analytics pipelines, CI/CD (GitHub Actions)
- **Domain Expertise:** Payment gateway operations & partnerships, cross-border payments, AML/KYC, FDS, blockchain, global CS operations, IP/copyright protection, chargeback dispute management
- **Military Service:** Republic of Korea Army, completed (Oct 2012 – Jul 2014)