



Cho, Soonghee



Associate/KBO Authorized Player Agent

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Mr. Cho graduated from Postech, where he majored in Industrial Management Engineering, and Sungkyunkwan University School of Law. After entering the profession of law, Mr. Cho's focus has been on civil and criminal litigation and other corporate advisory matters.

His legal experiences have been very diverse. Whilst working as an in-house lawyer for a real estate development company (Gyeongnam, Busan), he also provided legal advice in areas concerning real estate development: establishing a public-private partnership development structure, leasing, financing, and the restructuring of private investment projects, such as the Geogae Boulevard project. Furthermore, as the general counsel of a holding company, he successfully handled the legal issues of various affiliates in many fields including consumer good and cosmetics, F&B, consulting, content production, VC, and real estate development. Additionally, Mr. Cho successfully conducted a number of M&As, and secured startup investments and real estate sales.

In addition, Mr. Cho has worked in the field of sports and entertainment, where he was one of the first authorized agents for players in the KBO, Korea Baseball Organization. He represented various baseball players during salary contract negotiations with clubs, and collaborated with various management companies, including Person Entertainment and ANDMARQ, to resolve legal issues faced by actors and celebrities.

Currently, Mr. Cho handles various legal issues in the planning, production, development, and distribution processes of movies and dramas. He has worked with the teams behind movies such as Operation Seoul, Officer's Blood, Protector, Remember, Wonderland, Game, and Noryang, and series' including Queenmaker (NETFLIX), It Might Be a Little Spicy Today (WATCHA), Pure Boxer (KBS), and Running Mate (TVING).

Mr. Cho has a strong ability to proactively resolve recent and complex legal issues that span multiple disciplines.

Education

Busan Science High School
2003

Pohang University of Industrial Management Engineering B.A
2011

Sungkyunkwan University Law School, J.D. (6th Annual Bar Examination)
2017

Experience

Associate, Apex Law
2017

Associate, GN Law
2017-2019

In-house counsel, G&IDC, Inc.
2019-2021

Legal Director, Standers, Inc.
2021-2023

Associate, D'LIGHT Law Group
2024-present

Qualifications

Admitted to bar, Korea
2017

Languages

Korean, English