
Sunkyung (Alice) Byun Ascends to Senior Director of Marketing at Align Technology



Align Technology has promoted Sunkyung (Alice) Byun to Senior Director of Marketing. In this role, Ms. Byun will lead the marketing team and develop strategies to drive business growth. She was previously the Director of Marketing at Align Technology and brings extensive experience to her new role. Ms. Byun's promotion is well-deserved, and we congratulate her on this achievement.

As the Marketing Director for four years, Sunkyung played a pivotal role in driving market development initiatives and leading consumer and professional marketing efforts. She also led the digital transformation for Invisalign and iTero in Korea. Her strategic insights and unwavering dedication significantly contributed to the company's success in the region.

Before her role at Align Technology, Sunkyung held key positions in various B2B and B2C international companies across Germany, APAC (China), and Thailand. Her extensive experience underscores her proficiency in sales, marketing, business development, and strategy formulation.

Sunkyung is acclaimed for her strong commercial instincts, meticulous attention to detail, and innovative spirit. Her executive-level presentation skills, coupled with exceptional interpersonal and leadership abilities, have enabled her to thrive in dynamic environments.

As Senior Director of Marketing, Sunkyung will continue to leverage her profound market insights to drive growth, innovation, and expansion initiatives. She will play a pivotal role in advancing Align Technology's market share, revenue, and volume while ensuring unparalleled value delivery to customers across segments.

Published on : Tue, 5 Mar 2024