Hyong Suk Kim is the President and founder of M-BIZ Global, where he leads product development and business strategy. As a resourceful entrepreneur and a strong background in engineering, Hyong brings over 15 years of mobile gaming and VAS experience with the promise to deliver the most innovative mobile game solutions to the world.

After successfully establishing TryNBuy solution in the mobile embedding market in 2005, Hyong has now taken mobile gaming solutions to the next level with his latest venture, “Branded Mini-Games”, featuring a new advertising solution in the form of advergames and its online platform companion, “Branded Mini-Games Studio” - allowing users worldwide to build and customize their very own Branded Mini-Game within minutes.