

“Ultraconservative” LG Group Appoints First Female Family Member

Koo Ji-eun, a third-generation female family member of the South Korean giant, LG Group has been appointed as the vice-president of the group's catering business Ourhome. She had joined the business 11 years ago but was only now successful in breaking the glass ceiling. Her father Koo Chahak is the chairman of Ourhome and her uncles Koo Bon-moo and Koo Bon-joon are the Chairman and Vice-Chairman (respectively) of the LG Group. This is a big change in the way the LG group manages its top leadership. The LG group has a strong reputation of being ultraconservative in its attitude towards female family members and the succession plans usually favour the male heirs, more specifically, the eldest son.

LG Group was founded in 1947 by Koo In-hwoi and was the first Korean business that ventured in plastics industry. It has since become the fourth largest Korean 'chaebol,' a conglomerate with presence in electronics, chemicals and telecommunications. During her time with Ourhome, Koo Ji-eun has led many successful projects that include, expansion in the company's online business, setting up a new logistics hub and expansion of the business portfolio to include restaurants. Interestingly, Koo Ji-eun is also a next-generation member of the Samsung empire through her maternal side. In contrast to LG, Samsung has many next-generation females who are involved in the business. Koo Ji-eun's entry in top management in Ourhome is being viewed as a positive change.

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