

Curriculum Vitae

(Session 2) Port Innovation & Sustainability

Heather HWANG, Pricing Strategy Director, LX Pantos

Heather Hwang leads LX Pantos's Sea Pricing Strategy Department, which oversees the Market Intelligence team and Marketing Team. She joined LX Pantos in 2017, a Korea's #1 forwarder, #7 global logistics provider with 45 years of experience and 1.6 million TEUs. Her responsibilities include supporting strategic business initiatives by providing data-based intelligence and analysis of the maritime shipping market. She is a regular speaker at industry events and college, and her analysis has been quoted in general business news media.

Heather Hwang began her career at the headquarters of Hanjin Shipping in 2008, where she was responsible for negotiating contracts for Asian terminals. From 2010 to 2016, she focused on maritime shipping market analysis and developing forecasting models, serving as an advisor to government agencies and related organizations.

Heather holds a master's degree in economics from Korea University. She obtained Executive Master of Business Administration from Aalto University in February 2025.