

Allen Jaeyoon Lee

Global Head of People

Singapore, Singapore | [LinkedIn](#)

People leader with Ph.D. in Organisational Psychology who has built and scaled HR functions across four high-growth companies spanning 16 markets, with deep expertise in organisational restructuring and M&A integration.

EXPERIENCE

Global Head of People & Culture Flipster (Prex Technologies) Reset the People function's operating model from an operational base, building core infrastructure for performance management, leadership development, and compensation design. Established multi-entity HR operations globally across four regulatory regimes and co-designed Way of Working 2.0 with the CEO. Led organisational restructuring across four entities with focus on leadership transitions and retention.	Sep 2025 — Present <i>Singapore</i>
Head of People, VP Aspire Led the global People function with a team of 40+ supporting growth from 400 to 600 employees across US, UK, Netherlands and Canada. Redefined talent acquisition strategy for international expansion and introduced Centre of Excellence model across the function. Co-created Aspire's Culture Manifesto and Core Values while redesigning organisational structure around cross-functional Tribes.	Mar 2023 — Aug 2025 <i>Singapore</i>
Director of People & Talent, Hong Kong and SEA Airwallex Led the global HQ transition from Hong Kong to Singapore. Drove employee Net Promoter Score turnaround from -15 to +20 through targeted interventions.	Sep 2022 — Mar 2023 <i>Singapore</i>
People Partner, South East Asia WeWork Singapore Served as strategic HR partner to the Pacific Leadership Team, leading HR strategy across eight countries in Australia, Korea, Singapore and Southeast Asia. Redesigned leadership development and succession planning, identifying 22 high-potential leaders. Led two large-scale restructurings supporting workforce transformation.	Nov 2018 — Aug 2022 <i>Singapore</i>
HR Director (Head of HR, Korea) Oracle Seoul Head of HR for 1,100 employees, recognised twice as Best Business Partner. Led four M&A integrations including Sun Microsystems and Micros with full post-merger integration responsibilities. Represented the company through labour union formation and collective bargaining negotiations.	Oct 2010 — Jun 2018 <i>Seoul, Korea</i>
Manager, Executive Management Development Team SK Telecom Re-engineered recruitment screening through a Six Sigma Black Belt project, raising new-hire quality scores from 60 to 80. Led the values revision programme (T-DNA), recognised by the CEO as a top achievement of 2006. Completed a 3-month international assignment in Stockholm via the TeliaSonera exchange programme.	Sep 2008 — Sep 2010 <i>Stockholm, Sweden</i>
HR Office SK Telecom Conducted various in-house HR consulting projects and led large-scale culture projects. Also held various roles in talent acquisition and Global HR.	Jan 2004 — Aug 2008 <i>Seoul, Korea</i>

EDUCATION

Seoul National University <i>Doctor of Philosophy - PhD in Organizational Psychology</i> Best Dissertation Award	Mar 2012 — Aug 2019
Seoul National University <i>MS in Industrial and Organizational Psychology</i>	Mar 2002 — Feb 2004
Korea University <i>BA in Psychology</i>	Mar 1995 — Aug 2001

CERTIFICATIONS

HR as a Business Partner , LinkedIn	Oct 2018
Employee Experience , LinkedIn	Oct 2018

Whom should you start a company with? Exploring the component of deep-level diversity in start-up co-founding teams,

Culture and creativity review: Past, present and future,

Psychological Contract in the Trade Union Setting,

SKILLS

Talent Management · HR Consulting · Talent Acquisition · Human Resources · Organizational Development · HR Transformation · Employee Relations · Change Management · Employee Engagement · Leadership Development · Recruiting · Sourcing · Culture Change · Business Strategy · New Business Development · Succession Planning · Organizational Design · Strategy · Negotiation · Strategic Planning · Performance Management · Technical Recruiting · Personnel Management · Management Consulting · Mergers & Acquisitions · Deferred Compensation · Coaching · Employee Benefits · Team Building · Team Leadership · Executive Coaching · HR Business Partner · HR Strategy · Strategic Human Resource Planning · Human Resources (HR) · HR Operations · Compensation Design · Organisational Psychology · Global HR Strategy · Labour Relations · Restructuring · Process Improvement · Six Sigma