

Myunghoon(Ryan) Lee

WEBTOON Entertainment

Santa Monica, CA, United States | [LinkedIn](#)

EXPERIENCE

Head of Content Strategy WEBTOON	Dec 2024 — Jan 2025 <i>Los Angeles, California, United States</i>
Strategy and Operation WEBTOON	Jan 2022 — Jan 2024 <i>United States</i>
Associate McKinsey & Company	Jul 2020 — Jan 2022 <i>Seoul</i>
Summer Associate 맥킨지	Jun 2019 — Aug 2019 <i>South Korea</i>
Assistant Manager Kia Motors Corporation As an assistant manager, I proposed and launched customer journey management system in 18 countries to differentiate Kia customers' experience from others. Also initiated the global expansion of a Certified Pre-Owned Program by analyzing the business structure and trends of 4,400 dealers worldwide.	Jan 2017 — Jun 2018 <i>Seoul, Korea</i>
Associate Kia Motors Corporation I facilitated more than 60 weekly communications with department heads in 20 subsidiaries to share best practices and help resolve country-specific issues. Through various experience, I could transform dealer performance evaluation and compensation system to strengthen dealers' motivation and loyalty to the brand.	Jan 2013 — Dec 2016 <i>Seoul, Korea</i>
Internship Coupang As a member of rapidly growing company, I supported the organization model redesign by conducting benchmarking of leading e-commerce firms; reported directly to head of HR.	Jul 2011 — Aug 2011 <i>Seoul, Korea</i>
Internship Deutsche Bank During my time at Deutsche Bank, I conducted in-depth research on crisis in Egypt to compose 40+ analysis reports to enhance client relationship	Jan 2011 — Feb 2011 <i>Seoul, Korea</i>

EDUCATION

UCLA Anderson School of Management <i>Master of Business Administration - MBA</i>	Jan 2018 — Jan 2020
Seoul National University <i>Bachelor of Business Administration - BBA in Business Administration and Management, General</i> President of Business Department Student Council Experience: Served in Air Force Academy, personal secretary of the chief of cadet	Jan 2006 — Jan 2013

SKILLS

Business Strategy · Data Analysis · Management · Microsoft Office · Leadership