

Jae Lee

AI & Tech Director

São Paulo, Brazil | [LinkedIn](#)

Startup executive and advertiser who helped build an Open Finance platform in Brazil from the start, now leading AI and technology teams at klavi. Born in Korea and has lived in Latin America for over 28 years.

EXPERIENCE

AI & Tech Director Jan 2026 — Present
klavi *São Paulo, São Paulo, Brazil*
Leads AI and technology teams, including 4 AI engineers and full-stack development teams (Frontend, Backend, Quality Assurance).

Business Advisor Aug 2024 — Present
Overseas Koreans Agency *Brazil*
Business Advisor representing Brazil for the Overseas Koreans Agency. Mandate runs from August 2024 to August 2026.

Partner (Statutory Director) Sep 2018 — Dec 2025
klavi *São Paulo, São Paulo, Brasil*
Founding team member who architected and developed an Open Finance platform covering culture, data infrastructure, product strategy, and solution delivery. Led a cross-functional team of 15+ across Data, Product, Solution, People, and Operations. Delivered the Open Finance Data and Pix payment solution with full integration across participating banks. Built the Data team's categorization, labeling, feature engineering, and credit scoring foundations, plus a monitoring system for data quality. Set up the service team for PoCs, backtests, technical onboarding, and post-sales. Also led the klavi brand from naming through marketing campaigns.

Digital Project Management (Manager, Supervisor) Apr 2016 — Oct 2018
Innocean Worldwide Brazil *São Paulo e Região, Brasil*
Set up the digital marketing client services operation for Hyundai Motor Brazil (HB20 and Creta). Work covered a new brand and retail website, a sales operation center (BDC), digital signage across 200+ dealers, and maintenance of the MeuHyundai.com.br loyalty program. The team won the 2018 J.D. Power award for best company in digital user experience.

Product Marketing (Supervisor/Sr Analyst) Jul 2013 — Apr 2016
Samsung Electronics *São Paulo Area, Brazil*
Started in B2B product marketing for printers, leading 3-month sales and marketing target planning and roll-out. Maintained S&OP for more than 200 SKUs weekly with a global team. Also worked on trade marketing, marcomms, and training promoters in retail.

Client Services (Assistant/Intern) Jan 2012 — Jul 2013
Havas Media *São Paulo Area, Brazil*
Started as a client services intern, coordinating demand from the Frankfurt and London headquarters for Havas Network agencies in Latin America. Helped prepare the first launch of the HB20 in Brazil.

EDUCATION

FIAP Sep 2017 — Jun 2018
Postgraduate in Digital Data Marketing

Business Training Company Sep 2015 — Jun 2015
General Business Program
Curso de Negócios de 108h sobre Estratégia, Finanças & Valuation, Marketing, Soft Skills, Contabilidade e Investimentos

Universidade Presbiteriana Mackenzie Sep 2008 — Jun 2013
BA in Advertising and Marketing
Honored with The Best Thesis of Graduation

Instituto Universal Brasileiro Sep 2007 — Jun 2007
Suppletive Education (GED)

CERTIFICATIONS

Fundamentos de Gestão Ágil, LinkedIn Dec 2020

Gestão Ágil no Trabalho: Como Criar Equipes Ágeis, LinkedIn Dec 2020

Gestão Ágil no Trabalho: Como Planejar com Histórias de Usuários Ágeis, LinkedIn Dec 2020

Certificado de conclusão do curso "Curso avançado do Google Analytics", Google

SKILLS

Sucesso do cliente · Suporte ao cliente · PLG · Branding · Marketing de conteúdo · Gestão operacional · Growth Hacking · Analítica de dados · Atendimento ao cliente · Gestão de projetos · Marketing digital · Gestão de projeto digital · Gestão de relacionamento com o cliente (CRM) · S&OP · Planejamento estratégico · Marketing de produtos · Gestão de produtos · P&L · Planejamento de mídia · Serviços de clientes · Estratégias de campanha · Campanhas de marketing · Coordenação de projetos · B2B · Market Research · Business Strategy · Marketing Management · Integrated Marketing · Online Marketing · Web Analytics · Business Planning · Competitive Analysis · New Business Development · Market Analysis · Market Planning · Marketing Research · Marketing Communications · Social Media Marketing · Digital Marketing · Marketing Strategy · Product Marketing · Email Marketing · Demand Forecasting · Gestão ágil de projetos · Metodologias ágeis · Liderança ágil · Gestão de equipe de projeto · Customer Success · Customer Support · Open Finance · Project Management · Agile Management · Data Strategy