

Kidae Lee

Executive Director @ Startup Alliance Korea

Seoul, South Korea | [LinkedIn](#)

With over three decades of professional experience, I am currently the Executive Director at Startup Alliance Korea, a non-profit organization committed to advancing Korea's startup ecosystem. My core expertise lies in policy advocacy, ecosystem development, and community engagement, which align seamlessly with our mission to empower entrepreneurs and foster innovation.

EXPERIENCE

Executive Director

Jul 2024 — Present

Startup Alliance Korea

Seoul, South Korea

Startup Alliance is a government-recognized NPO (公益法人 지정기부금단체) driving Korea's startup ecosystem. Since stepping in as ED in 2024, I've focused on three key areas:

Policy & Research — Advocating regulatory reform and ecosystem growth to policymakers

Community & Education — Operating Korea Startup Conference, training programs, and founder meetups

A Free, Open Hub for U.S.-Based Events & Jobs인 CAPSA.KR의 운영사입니다.

Chief Executive Officer

Jun 2022 — Jun 2024

Gangwon Center for Creative & Innovation

Chuncheon, Gangwon, South Korea

- Head of Gangwon CCEI — part of South Korea's national startup accelerator network.

- Led local programs and initiatives supporting entrepreneurs and fostering innovation for two years.

Director

May 2015 — May 2022

Startup Alliance Korea

Gangnam-gu, Seoul, Korea

- Driving the growth of Korea's startup ecosystem

- Building and nurturing vibrant startup communities

- Mentoring founders to help them thrive

- Supporting Korean startups in going global

- Organizing the Korea Ecosystem Conference and numerous other startup events

VP, Human Resources

Mar 2014 — Apr 2015

IGAWorks

- Returned to IGAWorks after 18 months to lead HR for a 65+ member team — driving talent acquisition, training, retention, and leadership growth.

- When I left to lead Startup Alliance, the company had already reached Series C with strong revenue fundamentals.

CEO

Jul 2012 — Oct 2013

Beautiful Store

Seoul, Korea

The Beautiful Store Foundation is Korea's largest non-profit social enterprise, operating 120 stores with 400+ staff and 8,000+ volunteers. We promote reuse, ethical consumption, and fair trade — collecting millions of donated items annually and supporting social enterprises and marginalized communities.

While at the foundation, I focused on expanding international programs, partnering with NGOs across the Asia-Pacific to support poverty alleviation and sustainable development.

COO

Feb 2011 — Jul 2012

IGAWorks

Seoul, Korea

- Joined as EIR to support the turnaround of a VC-backed in-game ad startup specializing in incentivized mobile and social game advertising.

- Departed after the company secured Series B funding and stabilized its growth trajectory.

Social Service Coordinator

Aug 2009 — Dec 2010

Retirement Housing Foundation

Anaheim Memorial Manor

During my studies in Gerontology at CSULB, I worked with a HUD-funded Section 8 housing community in Anaheim, supporting senior residents through the Social Service Coordinator program to enhance their quality of life and access to services.

President

Dec 2003 — Apr 2008

Peach Tree Consulting inc

Greater Los Angeles Area

Responsible for managing the day-to-day operations of a 170-room Ramada Plaza Hotel at LAX, concluding with its successful sale in October 2007.

Director, Asia Pacific Sales

Aug 2001 — Jan 2003

ARCOT by Broadcom

Sunnyvale, CA

Led business development initiatives in Korea and Japan, successfully deploying "Verified by Visa" solutions to credit card issuers across the region. The company was acquired by CA Technologies in 2010, which was later acquired by Broadcom Inc. in 2018.

Founder & President

Dream Search Korea

- Launched a pioneering executive search firm in Korea, focused exclusively on the Information Technology sector during the first wave of the industry's growth.
- Achieved a successful exit via M&A.

Dec 1997 — Dec 2000

Kangnam, Seoul, Korea

Manager, Member Relations

Visa

Jan 1995 — Jan 1997

Field Application Engineer

Parker Hannifin

Compumotor Division.

Jan 1993 — Jan 1995

Seoul, South Korea

EDUCATION**California State University-Long Beach***Gerontology*

30 credits Graduate Levels (4.0 GPA)

Jan 2009 — Jan 2010

The Catholic University of Korea*Counseling Psychology*

Three semesters in the graduate program.

Jan 2003 — Jan 2008

Stanford Graduate School of Business*Non-degree, EMBA in Entrepreneurship/Entrepreneurial Studies*

Co-sponsored program by Dr. Chong-moon Lee of AmBex and Korean Government

Jan 1999 — Jan 1999

University at Buffalo*Master of Science (MS) in Electrical and Electronics Engineering*

Jan 1990 — Jan 1991

Hanyang University*Bachelor of Science (BS) in Electronics Engineering***CERTIFICATIONS**

UC Davis, Coaching Skills for Managers, Coursera

Jan 2024

Goodwill® Career Coach and Navigator Specialization, Coursera

Nov 2023

나쁜 보스는 되고 싶지 않지만 직원들이 잘했으면 좋겠어요,

HR guidebook for startup founders. 초보창업자를 위한 HR가이드북,

짧지만 강력한 아이디어,

The Price of Admission 왜 학벌은 세습되는가?,

20 years old, it is time to think about career.,

How to negotiate the raise you deserve,

Multinational Companies: How to Enter and How to Move.,

SKILLS

Career Development Coaching · Writing · Career Counseling · Executive Coaching · Project Appraisal · New Business Development · Healthcare · Social Entrepreneurship · Entrepreneurship · Nonprofits · Public Speaking · Social Networking · Fundraising · Leadership · Start-ups · Program Management · Strategy · Business Development