

HANJONG LEE

Senior Technical Sales Consultant

Los Angeles, CA, United States | [LinkedIn](#)

Serial entrepreneur with 15 years of expertise in mobile content, creator economy, and AI-powered platforms, specializing in cross-border expansion for Korean tech startups.

EXPERIENCE

Senior Technical Sales Consultant

Jun 2025 — Present

Polymerize

United States

Leading North American and Korean rollouts of an AI-powered Material Informatics platform. The platform uses inverse-property prediction to lift yield, reduce Design-of-Experiments runs by up to 70%, and shorten formulation cycles by 40% while unlocking IRA and CHIPS tax credits for battery, semiconductor, and defense suppliers.

Advisor

Oct 2023 — Present

Lunar X

Remote

Serving as inaugural advisor for Korea and Japan regions, connecting Lunar X to YouTube channel and digital IP acquisition targets. Facilitate introductions to decision-makers and support transaction assistance through negotiation, due diligence, and deal closure.

Board Member

Nov 2020 — Jun 2025

NAKDSEOUL

Seoul, South Korea

Early-stage investor and board member who transformed a community-driven live commerce platform into a trans-media IP production and curation model focused on North American markets. Produced <Ramyun and Chill>, a YouTube series that garnered 5.23 million views in Season 1 with a 180 million KRW budget and attracted investment from North American production companies and OTT licensing deals.

Localization Specialist

Nov 2017 — Sep 2018

RChain Tech

Seoul, South Korea

Managed localization strategy for a blockchain platform focused on scalability. Oversaw translation and adaptation of marketing materials for the Korean market, conducted market research on blockchain trends and competition, planned targeted marketing campaigns, and established partnerships with industry players and local influencers.

Kairos801(GT Connect), Founder/C.E.O

Feb 2014 — Jun 2025

Kairos801 (GT Connect)

Seoul, South Korea

Founded and led a digital marketing and influencer matching firm that received investment from Dream Foundation, SKP, and Treasure Hunter. Managed a portfolio of 40 projects generating over 20 billion KRW in economic impact. Partnered with CJ ENM, Korea Tourism Organization, Seoul City, BMW, and government agencies to execute global new media marketing campaigns and branded content through influencer collaborations.

Manager

Jul 2013 — Dec 2013

The circle foundation

Seoul, South Korea

Designed local challenge projects based on the belief that local economic initiatives can drive national and global economic development.

Managing Editor

Sep 2012 — Nov 2016

beSUCCESS

Seoul, South Korea

Led editorial operations for a bilingual (English/Korean) startup and technology media platform. Moderated the global startup conference beLaunch 2013, curated and contributed approximately 200 articles on Silicon Valley trends and global startup interviews, and led the Culture & Media section. Also participated as moderator in Comeup 2021 startup conference.

Chief Creative Officer

Aug 2012 — Nov 2013

Blue button Inc.

Seoul, South Korea / San Francisco, United States

Acted as entrepreneurial investor and cross-border enabler performing investment evaluation, content production, and platform design. Managed relationships with co-producers and financiers, negotiated creative rights, and structured licensing deals.

C.E.O

Jan 2010 — Jul 2012

Rs free your soul

Seoul, South Korea

Founded and led a digital content company specializing in interactive frameworks and stereoscopic rendering technology. Executed cross-media content projects for iOS, Android, and Smart TV platforms in collaboration with LG Electronics and the Korean Ministry of Culture.

EDUCATION

London Film School

Sep 2004 — Jun 2006

Master of Arts (MA) in Film/Video and Photographic Arts

PROJECTS

The local challenge Project 2013

Currently He designs the local challenge project of the circle foundation with the firm belief that the power of the local economy will help fix the national economy and potentially the global economy.

STAC 2013 & 101 Start up Korea, SKP

Our acceleration program targets early-stage startups and promising entrepreneurs. We offer 1:1 mentoring, in-depth planning assistance, seminars by renowned successful entrepreneurs and advanced acceleration services via Kstartup program. Kstartup aims to prepare teams for successful global launch and network expansion by providing them with the opportunity to take advantage of customized mentoring sessions with successful Silicon Valley entrepreneurs invited to Korea.

Trans-media IP YouTube series with OTT distribution, Ramyun and Chill

A YouTube-based trans-media IP produced under NAKDSEOUL with a 180 million KRW budget. The series attracted investment and sponsorship from North American production companies and received global recognition at Singapore ATF. Currently pursuing OTT distribution agreements with ABS CBN and MYK Channel.

CERTIFICATIONS

Prime minister Citation at 2011 Korean start-up festival, Issued by prime minister, Korea

Dec 2011

“[Searching distinguish start-up based on Seong Nam Si] E-book solution & publishing platform company, Rs free your soul”,

“Kicking off knowledge service start-up festival 2011” Digital times, December 2011,

“Cover story [10 successful Start-up] Global challenging as Korean style of Pixar”,

SKILLS

Digital strategy · early stage investment · B2B · IP · Entrepreneurship · Business Strategy · New Business Development · Social Networking · Video Production · Entertainment · Editing · Digital Media · Content Strategy · Web Design · Marketing Strategy · Influencer marketing · Over-the-Top Content (OTT) · 사전판매 · 글로벌 · SaaS · 소프트웨어 개발 · 마케팅전략 · 소셜미디어 · 전략 · 영업 · Global communication · startup acceleration · 분석능력 · 디지털전략 · 프로젝트 관리 · 글쓰기 · 마케팅 · 사업개발 · Microsoft Office · 인재모집 · 영업관리 · 비즈니스 분석 · 경영 컨설팅 · SNS 마케팅 · 스토리텔링 · 크로스 플랫폼 개발 · 다문화팀 · 다문화간 의사소통 능력 · 커뮤니티 관리 · 라이브 커머스 · live commerce · Sales · Global Expansion · AI & Material Informatics · Digital Marketing · Content Production · Creator Economy · Cross-border Business · Blockchain Localization · Startup Ecosystem · Investment Evaluation · Platform Design · Stereoscopic Rendering · Interactive Media · YouTube Channel Acquisition · trans-media · Korean-English Bilingual