



## Chase Lee

Advisor

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Mr. Chase Lee Starting as an engineer at Hyundai Motor Company in 2003, he was able to participate directly in the transformation from an existing car to an increasingly electronic intelligent car by working on a number of new technology projects for seven years. Recognizing that securing corporate competitiveness comes from open innovation, he obtained an MBA from Yonsei University Graduate School of Global Management and studied to internalize open innovation.

After graduating from graduate school, he moved to the “Strategic Investment and Open Innovation Organization” within Hyundai Motor Company and began strategic investment work to secure strategic technology. After being dispatched to the Silicon Valley office, he was directly in charge of establishing CRADLE TLV, an office in Israel, which was carried out as part of securing Hyundai Motor Company’s global innovation base while expanding overseas investment in line with global open innovation. After that, as the Country Manager of the local corporation in Israel, he oversaw the operation of the local corporation and OI work with local technology/innovation partners for four years, and as a result, he created a number of cases of strategic investment and technology collaboration (Proof of Concept).

After returning to Korea, he moved to Ditonic, a startup company, in search of opportunities to directly engage in innovative activities, and working for the expansion of overseas bases, secured offshore bases and partnerships in Vietnam, Malaysia, Saudi Arabia, and other regions.

His wide-ranging understanding gained through various experiences such as R&D, global investment, overseas base operations, and large corporations/startup organizations is his great advantage and asset.

## Professional Career

2025-Present	Shin & Kim, LLC
2023	Ditonic Co., Ltd., Director of Overseas Strategy (Space-to-Space Big Data Startup)
2022-2023	Hyundai Motor Global Strategic Office (GSO) Strategic Investment Planning

2018-2021	Country Manager of Hyundai Motor Company CRADLE TLV (Israel Open Innovation Hub)
2010-2017	Hyundai Motor's Strategic Investment Reviewer (IT, sensors, mobility, autonomous driving, etc.), Dispatched to Silicon Valley Office (2014)
2003-2009	Hyundai Motor Research Institute (Electronics/IT)

## Education

2007-2009	Yonsei University Graduate School of Business Administration, Master of Business Administration
1996-2004	Kyungpook National University, College of Engineering (B.E. in Computer Engineering)

## Languages

Korean, English