



# Lee, Jong Hyun

Senior Advisor

CEO, Conative C

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Jong Hyun Lee is an expert in creating “Social Impact” and “Social Value” in companies, governments, and non-profit organizations, while working in the fourth generation industries such as artificial intelligence, big data, and drones.

Mr. Lee operates a council of domestic and international social enterprises, social ventures, and social innovation companies to actualize overall social values beyond solving individual issues and to create shared values from a comprehensive and collective impact perspective. In line with this, Mr. Lee provides advice as a maximizer, a motivator, and a crisis manager for the United Nations, international organizations, governments, local governments, universities, and other NGOs, etc.

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## Experience

World Wildlife Fund (WWF) Earth Hour Korea Representative  
2012-2014


Special Assistant to the Secretary-General and External Affairs  
Coordinator, World Federation of United Nations Associations (WFUNA)  
2014-2017

Director and Head of Future Strategy Business Division, the Korea Artificial  
Intelligence Association  
2017-Present

Director, B Lab  
Executive Director, Social Enterprise Network (SEN)  
2018-Present

Vice Chairman, National Association of Cognitive Science Industries  
2019

Steering Committee, Social Venture Korea



Steering Committee, CSR Forum  
Chairman, Creative Enterprise Alliance  
2019-Present

Senior Advisor, DLG Law Corporation  
2020-Present

Vice President, Society for Sustainability Management  
Vice Chairman, Korea ESG Society  
2022-Present

Executive Director of the Korean Academy of Management  
2022-2023

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Expertise

Strategy, Fourth industry revolution economy, Corporate Social Responsibility,  
Coaching

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Languages

Korean, English