SANGJOON LEE

68, Mapo-daero, Mapo-gu, Seoul, South Korea

+82 10 8735 7915 | nulpanji@gmail.com

# PROFESSIONAL SUMMARY

Dynamic automotive and service industry leader with 20+ years of experience in after-sales, technical support, and business management. Proven expertise in operations, customer satisfaction, new business development, and digital transformation. Adept at leading cross-functional teams, optimizing processes, and driving organizational growth in both multinational corporations and start-up environments

# CORE COMPETENCIES

• Automotive After-Sales & Service Operations  
• P&L & KPI Management  
• Team Leadership & Talent Development  
• Customer Experience & Complaint Resolution  
• Project & Event Management  
• Digital Transformation & System Integration  
• Cross-Cultural Communication

# PROFESSIONAL EXPERIENCE

## Sangsangwoori Co., Ltd. — Social Enterprise

Career Division Lead / Social Innovation (Oct 2024 – Present)

* Led ESG strategy projects for Hana Financial Group (“Power On Challenge – Second Life”), planning and executing programs for career transition and social impact
* Managed booth operations at the 2024 Gyeonggi Province Job Fair, coordinating logistics, staff, and outreach to maximize engagement
* Executed projects for the Korea Arts & Culture Committee, collaborating with government agencies to promote youth cultural spaces

## Autopedia Co., Ltd. — IT & Automotive Start-up

Project Lead (Oct 2023 – May 2024)

* Directed China EV import project: defined vehicle specs for the Korean market, negotiated pricing and warranty terms, and ensured regulatory compliance
* Managed service center operations in Seoul, Cheongju, and Seosan, optimizing cost structures and service quality
* Developed and implemented an integrated service center management system using Notion for workflow standardization and performance monitoring
* Conducted market analysis and competitor benchmarking to secure price competitiveness and superior warranty policies

## Ojin Yanghaeng Co., Ltd. — Starbucks Official Service Provider

Head of Service Division (Jan 2022 – Aug 2022)

* Managed service contracts for major clients including Starbucks, Ediya Coffee, McDonald’s, and Pizza Hut
* Introduced KPI-driven performance management, improving service efficiency and customer satisfaction
* Oversaw relocation and remodeling of 8 nationwide service centers, enhancing work environments and service quality
* Built an integrated management system to strengthen inter-branch collaboration and centralized control

## MotorOne Co., Ltd. — Mercedes-Benz Official Dealer

General Manager, Service Division (Apr 2019 – Dec 2021)

* Oversaw operations for 6 service centers in Northwest Gyeonggi, achieving record sales and expanding the service network
* Designed and implemented employee incentive and retention programs, resulting in increased staff stability and motivation
* Managed full P&L responsibility for the service division, optimizing resource allocation and operational efficiency

## Hankook Tire & Technology Co., Ltd.

New Business Development Manager (Sep 2016 – Apr 2019)

* Developed and launched JAX Motors, an imported car maintenance business, including site selection, facility setup, and staff recruitment
* Opened and managed 7 new branches, overseeing all aspects of P&L, facility management, and personnel
* Negotiated and executed dealer agreements with Peugeot & Citroen, acquiring and launching new service centers

## AJ Networks Co., Ltd. — Jaguar & Land Rover Official Dealer

Service Branch Manager (Aug 2013 – Aug 2016)

* Managed sales, profits, staff, and facilities for multiple service centers
* Set up 3 new service centers from the ground up, including equipment procurement and team training
* Awarded Best Service Manager in 2014 for outstanding operational performance and customer satisfaction

## FMK Co., Ltd. — Ferrari & Maserati Official Importer

Service Planning & Branch Manager (Nov 2010 – Aug 2013)

* Attracted new customers by restructuring parts pricing and introducing mobile service and exclusive Ferrari tow trucks
* Managed new car certification through both outsourcing and in-house processes
* Enhanced work efficiency by implementing on-site status boards and participating in technician training in Italy and Hong Kong
* Acted as a technical liaison with the headquarters in Italy

## BMW Korea

After-Sales, Technical Support, Sales & Marketing (May 2001 – Sep 2010)

* Coordinated government affairs, prepared recall campaign reports, and ensured regulatory compliance with the Ministry of Land, Infrastructure and Transport
* Handled customer complaints and legal cases, collaborating with law firms and consumer protection agencies
* Led the localization of user manuals and infotainment systems, managing translation vendors and working with BMW AG in Germany
* Served as technical hotline contact for nationwide dealers, providing solutions for critical vehicle issues (e.g., airbags, fire, sudden acceleration)
* Participated in Technical Support and Customer Relations Committees (KAIDA), and managed escalated customer complaints and compensation cases
* Conducted new vehicle technical and environmental certifications, managed dealer marketing activities, and organized major brand events including Seoul/Busan Motor Shows and BMW Golf Cup

# EDUCATION

• M.S. Engineering Technology, Pittsburg State University, USA (1999)  
• B.S. Automotive Engineering, Pittsburg State University, USA (1998)  
• Automotive Maintenance Program, Apex Vocational School, NY, USA (1994)  
• Santa Monica College, USA (1992–1993)  
• Kyunggi High School, Korea (1989)

# DIGITAL SKILLS

• Collaboration: Slack, Jandi, Teams  
• Workspace: Google Drive, Notion  
• Mobile Office: Google Sheets, Slides, Notion, OneNote  
• Productivity: Apps Script & Python (AI), MS Office, Adobe Photoshop/Illustrator