

INSEOK LEE

inseok.lee@duke.edu • (984) 888-6578 • Durham, NC • [Portfolio](#) • [LinkedIn](#) • [Tech Blog](#)

SUMMARY

Former PwC Product Manager & Consultant with 5+ years shipping AI, robotics, and digital platforms from 0-to-1 to growth-stage. Led product lifecycle from roadmap and PRD through SDLC and GTM across financial services, e-commerce, and manufacturing.

EDUCATION

DUKE UNIVERSITY, The Fuqua School of Business Durham, NC
Master of Business Administration Jul 2026 – May 2028
Concentration: Strategy, Marketing; Tech Club; AI Club; Duke Robotics & Autonomy Center; Golf Club;
Sharing daily tech news analyses with 150+ MBA students; Merit-based scholarship recipient.

KYUNG HEE UNIVERSITY, School of Global Communication Seoul, South Korea
Bachelor of Arts, British-American Culture Mar 2015 – Aug 2021
Founded Unimini (a COVID-era social app with 500+ users) and Pegasus (a 20+ member cross-major tech club);
Military Service, Republic of Korea Army (2016-2018); Research Assistant at Kearney, Strategy&, and PwC (2020 & 2021).

EXPERIENCE

RLWRD Seoul, South Korea
Physical AI & Robotics startup pioneering Korea's Robotics Foundation Model; \$41M seed-funded Mar 2026 – Jul 2026
Business Strategy & Operations

- Established Physical AI data pipeline product roadmap via 90+ benchmarks and cross-functional alignment (Hardware and Software Engineering, Lab, Business), launching 12 mid-to-long-term projects and mobilizing 50+ team members.
- Achieved B2B product-market fit by proving manual, precision-handwork processes are automatable, converting 25+ evaluated partners into pilot partnerships across 6 industries.
- Built end-to-end AI model training infrastructure (cloud, simulation, robotics data) through AWS/NVIDIA partnerships and 15+ provider evaluations, securing 3x more data, 2.5x faster.
- Forecasted SMT humanoid robot market at \$2.32B (14%+ CAGR to 2045) via TAM/SAM/SOM analysis and 10+ expert interviews, defining competitive positioning and go-to-market strategy.

PwC Seoul, South Korea
Product Manager / Senior Associate Consultant Jul 2023 – Mar 2026

- Launched 9 AI agent products for Samsung Fire & Marine Insurance's 0-to-1 initiative (\$50M, 20+ consultants), driving 41% faster underwriting, 18% lower loss ratios, and 12% contract growth.
- Owned ideation to production, authoring PRDs, FAQ, UI/UX prototypes, ERDs, and API specs for LLM/RAG and vector DB, defining 5 OKRs and driving usability testing with 30+ underwriters.
- Formulated implementation roadmap and led 12-month SDLC across a 38-person team spanning design, engineering, finance, and legal, resolving issues and briefing C-suite stakeholders.
- Shaped AI product strategy for 8 services on a major bank's mobile app (10M+ users, \$400M engagement), prioritizing features to improve user experience and growing MAU 31% and retention 16%.
- Diagnosed customer pain points via 10+ focus group interviews and AARRR funnel analysis of 15M+ user events, partnering with engineering to define product requirements, success metrics, and feature redesign.
- Designed a four-phase test strategy (unit, integration, branch, UAT) with QA-led A/B and customer testing, establishing phase-gate go/no-go criteria while managing 80K+ test cases and 10K+ defects.

Associate Consultant May 2021 – Jun 2023

- Devised an AI CX strategy for a \$43B pension fund by analyzing 10M+ call logs and 20K+ customer feedback records with SQL/Python, cutting handling time 30% and saving \$3.5M in costs.
- Architected AI governance framework for a top-two Korean financial group, setting privacy and customer data protection standards that enabled safe AI adoption across 12+ subsidiaries.
- Rebuilt Samsung Card's ML-powered e-commerce platform by leading execution across a 50+ person cross-functional team, reducing operating costs 27% and supplier processing time 44%.

ADDITIONAL INFORMATION

- Awards:** PwC AI Innovation Challenge 1st Place, PwC Best Team (2025), Three-star General's Commendation (2017).
- User Research & Design Skills:** Design Thinking, Journey Mapping, User Interviews, Requirements Gathering, A/B Testing.
- Data & Analytics Skills:** SQL, Python, Excel Modeling & Forecasting, Data visualization (Tableau).
- Collaboration & Delivery Skills:** JIRA, Confluence, Notion, Slack, Figma, Microsoft Office Suite, Storyboarding.
- AI Fluency:** Familiarity with LLMs (GPT, Gemini, Claude), Vibe Coding (Lovable), Cursor, Prompt Engineering.
- Interests:** Korean cooking (including home-brewed makgeolli), ice hockey, golf, tennis, and soccer.