

INSEOK LEE

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

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

Master of Business Administration

Concentration: Strategy, Marketing; Fuqua Tech Club; AI Club; Duke Robotics & Autonomy Center; Golf Club, Sharing daily tech news analyses with 150+ MBA students; Merit-based scholarship recipient.

Durham, NC

Jul 2026 – May 2028

KYUNG HEE UNIVERSITY, School of Global Communication

Bachelor of Arts, British-American Culture

Founded Unimini (a COVID-era social app with 500+ users) and Pegasus (a 20+ member cross-major tech club); Research Assistant at Kearney, Strategy&, and PwC (2020 & 2021).

Seoul, South Korea

Mar 2015 – Aug 2021

EXPERIENCE

RLWRD

Physical AI & Robotics startup pioneering Korea's Robotics Foundation Model; \$41M seed-funded

Business Strategy & Operations

- Established Physical AI product roadmap via 90+ benchmarks and cross-functional alignment (HW/SW, Lab, Business), launching 12 mid-to-long-term (3-5 year) projects with 50+ team members.
- 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+ customer/expert interviews, defining competitive positioning and go-to-market strategy.

Seoul, South Korea

Mar 2026 – Jul 2026

PwC

Product Manager / Senior Associate Consultant

- Launched nine 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 OKRs and driving usability testing.
- 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 eight services on a major bank's mobile app (10M+ users, \$400M engagement) to improve user experience, growing MAU 31% and retention 16%.
- Diagnosed customer pain points via 10+ interviews and 15M+ AARRR funnel analysis, partnering with engineering to define success metrics and guide feature redesign around customer needs.
- Designed a four-phase test strategy (unit, integration, UAT) with QA-led A/B and customer testing, establishing phase-gate go/no-go criteria while managing 80K+ test cases and 10K+ defects.

Seoul, South Korea

Jul 2023 – Mar 2026

Associate Consultant

- 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 financial data protection standards that enabled safe AI adoption across 12+ subsidiaries.
- Crafted business case for Monimo, a super-app consolidating Samsung Financial Group, identifying target customer segments to drive 24% MAU growth and 29% churn reduction YoY.
- 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%.

May 2021 – Jun 2023

ADDITIONAL INFORMATION

- Awards:** PwC AI Innovation Challenge 1st Place, PwC Best Team (2025).
- Publications:** Author, [Medium blog](#) on Big Tech, startups, and business impacts of emerging technologies.
- Tools:** Jira, Confluence, Notion, Slack (PM/collaboration); SQL, Python (data analysis); Lovable, Cursor (AI prototyping).
- Skills:** Product Strategy and Management, GTM & Positioning, Customer Insights, Data Analysis, Cross-functional Leadership.