Contact

www.linkedin.com/in/kevinjlee3000 (LinkedIn)

Top Skills

Business Development
Product Management
Management Consulting

Languages

English (Native or Bilingual)
Korean (Native or Bilingual)

Kevin J Lee

Senior Director @ Samsung | Driving Growth through Business Development, Product Strategy, Marketing & GTM | Semiconductors • Automotive • Robotics Physical AI • IoT | Ex-Oracle • Ex-Accenture • Ex-GE

San Francisco Bay Area

Summary

I’m a senior technology executive leading growth and market expansion across enterprise and embedded software, semiconductors in automotive, robotics, AI, and IoT. With global experience spanning business development, product strategy, marketing, and go-to-market execution, I specialize in transforming frontier technologies into scalable, revenue-generating businesses.I’ve turned emerging technologies into multi-billion-dollar opportunities through product commercialization, strategic partnerships, and P&L leadership — bridging technical teams and C-suite stakeholders to accelerate adoption and open new markets.Passionate about shaping the future of connected industries, I bring a track record of building global teams, forging ecosystem alliances, and delivering strategies that drive measurable impact. I thrive at the intersection of technology, strategy, and market creation.Focus Areas: Business Development • GTM Strategy • Strategic Partnerships • Product Commercialization • P&L Leadership • Semiconductors • AI/IoT • Corporate Developm

Experience

Samsung Semiconductor
8 years 11 months

Sr. Director Business Strategy, Head of NA Auto Sensor Business
September 2017 - Present (8 years 11 months)

Sr. Director, Head of Marketing IoT Platform
September 2017 - March 2019 (1 year 7 months)
San Jose, CA

GE Digital
Senior Product Management Leader, Industrial IoT

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June 2016 - September 2017 (1 year 4 months)
San Ramon, CA

Azul Systems
Senior Director, Product Marketing - Embedded & IoT
May 2015 - June 2016 (1 year 2 months)

Oracle
9 years 7 months

Director, Product Management - IoT, Cloud and Industry Solutions
January 2010 - May 2015 (5 years 5 months)

Principal Product Manager - Java Embedded
November 2005 - January 2010 (4 years 3 months)
(Sun Microsystems) Santa Clara, CA

Citrix Systems
Principal Consultant, Consulting
August 2004 - November 2005 (1 year 4 months)

Accenture
Sr. Manager, Consulting
December 1998 - March 2004 (5 years 4 months)

Exis Consulting
Consultant
February 1997 - November 1998 (1 year 10 months)

Education

Cornell University
MBA

State University of New York at Binghamton
BS, Electrical Engineering